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BLOSSOM QUEEN

Picture is of Miss Joan Payne,
Three Rivers girl, who was
Michigan's choice for 1940
Blossom Queen.

Kellogg's Garden Beauty Book

SPRING 1941

R. M. KELLOGG COMPANY • THREE RIVERS, MICH.

Everblooming!

Starts Blooming About
July 1st and Continues
Until
Nov. 1st.

1933 JULY 1933						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

1933 AUGUST 1933						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1933 SEPTEMBER 1933						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
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30	31					

1933 OCTOBER 1933						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

and will
bloom
all
winter if
potted
and taken in
the house

8
for
\$1.65

Full Size Blossoms

Note the individual gorgeousness and beauty of each flower. Fine for cutting.

49 BLOSSOMS AT ONE TIME

One of my Dazzler Carnations had 49 blossoms on at one time and has been beautiful all summer.—Mrs. Jack W. Gallagher, Ohio.

TRADE MARK

DAZZLER

Kellogg's Dazzler, the new improved hardy everblooming Carnation is the heaviest blooming, most gorgeous and largest flowering hardy Carnation ever introduced. Foliage is dark olive-green and each plant produces 20 to 30 strong, 15- to 20-inch blooming stalks supporting flowers in great profusion. 40 to 50 bright crimson flowers open at one time on each plant. The blooms are richly clove-scented, deep crimson in color, and the plant blooms continually from the middle of June to late October. Will bloom all winter if potted and put in medium warm room. Plant grows nearly as large as a bushel basket first season and it's hardy, too; stood 15 degrees below zero without injury. Blooms first year.

Dazzler is the gem of the rockery, the dazzle of the flower garden, the king of the border, and the greatest of all flowers for group planting.

Glorify your garden with Kellogg's Dazzler, the brightest red and most dazzling flower of all time.

PRICES OF DAZZLER CARNATION:

8 for \$1.65 Potted Plants

Or, other quantities at 35c each; 3 for 85c.

Cannas

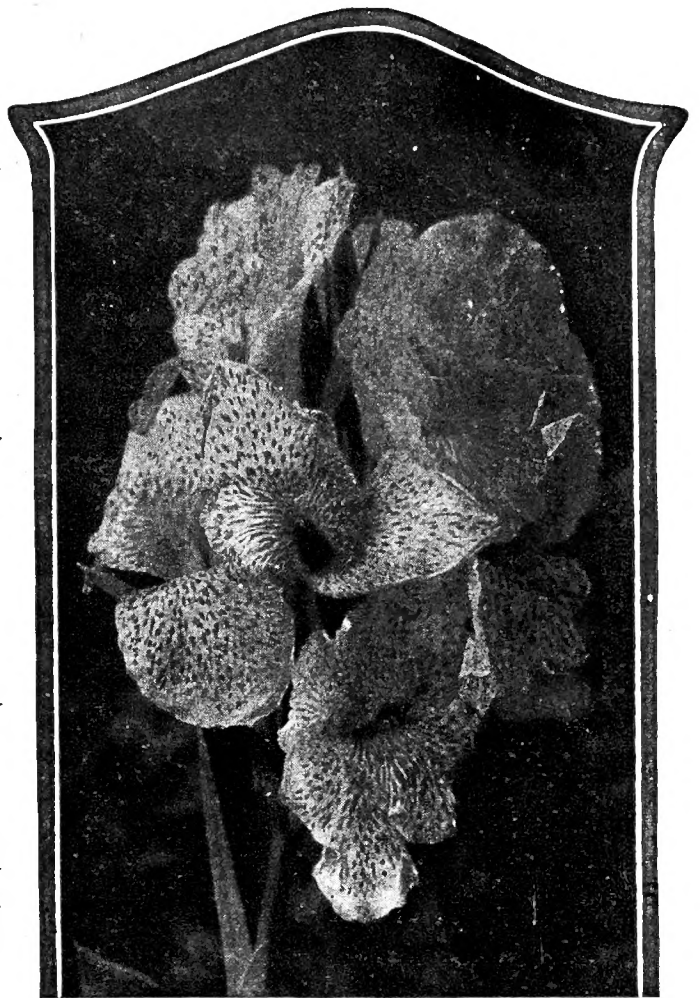
The most brilliant of all bedding flowers.
High grade, hand picked roots

10 Labeled Varieties 95c

For this low price we send you two each of the following, healthy, high-grade roots:

- 2 **President.** Glowing scarlet.
- 2 **King Humbert.** Scarlet, bronze foliage.
- 2 **Hungaria.** Pink, bluish green foliage.
- 2 **Yellow King Humbert.** Deep rich yellow, softly spotted and blotched with bright red.
- 2 **Ambassador.** Poppy-red, bronze foliage.

6 ft. high; plant 1½ to 2 ft. apart. Bloom July and August. Like sun and plenty of moisture. Or, if you want to choose your own, you may use these prices: 17c each; 3 for 45c; 5 for 65c; 10 for 95c.



Yellow King Humbert

Rosamond Coles Canna

Here's the most gloriously brilliant of all Cannas—and the newest! Coloring is a brilliant combination of red and yellow, which in spite of sharp contrast harmonizes beautifully and makes a striking color spot in your garden. All visitors to our nursery stop to admire and exclaim over Rosamond Coles Canna. Your friends will similarly exclaim over yours when they see it in your garden.

Grows 4 to 5 ft. high. Plant 1½ to 2 ft. apart. Blooms August-October. Likes sun and plenty of moisture.

PRICES

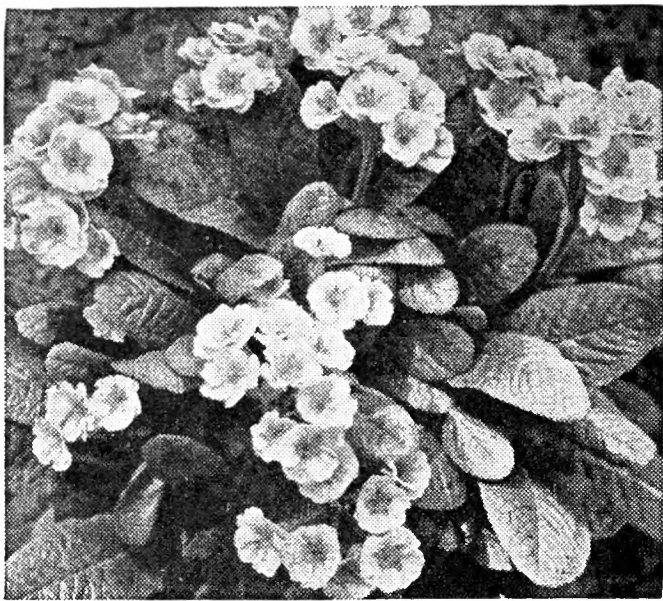
25c each; 3 for 65c; 5 for \$1.00.



**2
Free!**

IF YOU ORDER
TWO COLLECTIONS
We'll send you 2 Rosamond Coles FREE of extra charge if you order 2 of the collections above.

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6 Primroses \$1

(Primula veris)

The flowers that everybody loves—really lovable in their beauty. Everybody should have them. These 6 plants come in a variety of colors, all hardy, field-grown plants. Safe delivery guaranteed. Ultimate height 6 to 8 inches. Bloom May and June. Like rich, moist loam in shade or semi-shade. Mulch in winter. Plant 8 to 10 inches apart.

PRICES: 22c each; 3 for 55c; 6 for \$1.00.

Little Elf

Miniature Aquilegia

(Flabellata nana alba). One of those cunning little flowers that is a delight wherever grown. The whole plant is not over 8 to 12 inches high and it is delightfully beautiful. Very quaint. Beautiful foliage and ivory-white flowers. Short-spurred. Likes sun, good drainage. Plant about 10 in. apart.



PRICES:
22c each;
3 for 55c;
6 for \$1.00.

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CANTERBURY BELLS

(Campanula medium.) Large beautiful flowers on 2- to 3-ft. stems. Bloom May to July. Colors: Blue, rose, white, and lilac. State choice. Field-grown. 20c each; 4 for 59c; 6 for 85c; 12 for \$1.50.

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(Campanula calycanthema). Identical with Canterbury Bells but double. Colors: Blue, rose, white and lilac. State color. Field-grown. 4 for 59c; 6 for 85c; 12 for \$1.50.

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(Digitalis). Strong, vertical Shirley Hybrids with wide color range; white; shell-pink, deep pink, rose, etc. Mixed colors only. Grow 3 to 4 feet high; spread 8 inches. Bloom about July. 4 for 59c; 6 for 85c; 12 for \$1.50.

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6 Violas \$1

(Viola cornuta—Tufted Pansy)

These delightful **HARDY PANSIES** bloom all summer, and hence they are a very valuable addition to your garden. They are beautiful in groups or low **everblooming** borders. Plant them 6 to 8 inches apart. Ultimate height 6 to 8 inches. Blooming season April to frost. Thrive in sun or shade. Will stand moisture if drainage is good. Shear plants or remove blossoms as they fade to insure continued bloom.

These come in three colors:

Apricot Blue Yellow

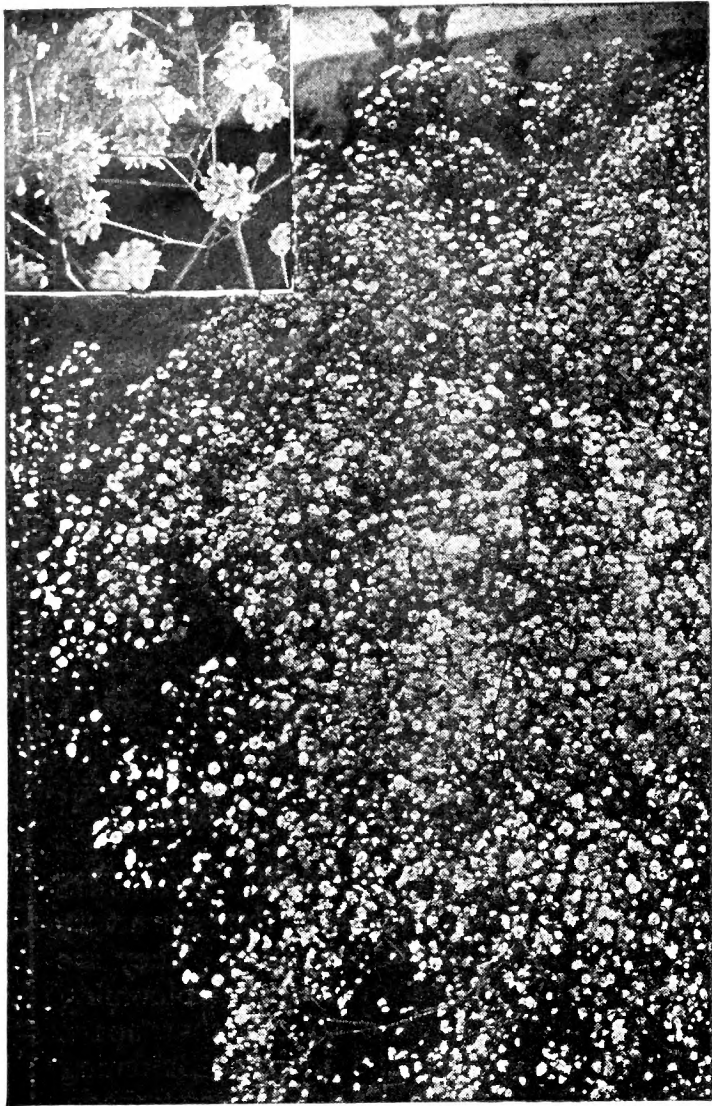
State color wanted.

PRICES: 22c each; 3 for 55c; 6 for \$1.00.

Everblooming Roses 5 for \$1.97

These are all 2-year-old budded stock, identical in quality with the roses listed and shown at much higher prices on pages 54 and 55. We can allow this exceedingly low price because this offer helps us keep our stocks balanced. Each one sent you in this collection will be a different color, our choice.

PRICES: 5 for \$1.97; 10 for \$3.65.



3 Bristol Fairy \$1.10

(*Gypsophila*, *Bristol Fairy*)

The old original *Gypsophila* was known as **Baby's Breath**. *Gypsophila*, *Bristol Fairy*, should be known as **Fairy's Breath**, for it is amazingly beautiful and at only a slight distance has a fairy mistiness of appearance that is almost unbelievable. Examine *Bristol Fairy* closely and you will find that the flowers are well formed, double blossoms of the purest white. Not only is *Gypsophila Bristol Fairy* a beautiful flower but it blooms throughout the summer. Ultimate height 3 feet. Thrives in all soils. Hardy. Plant 18 inches apart. Fine for bouquets.

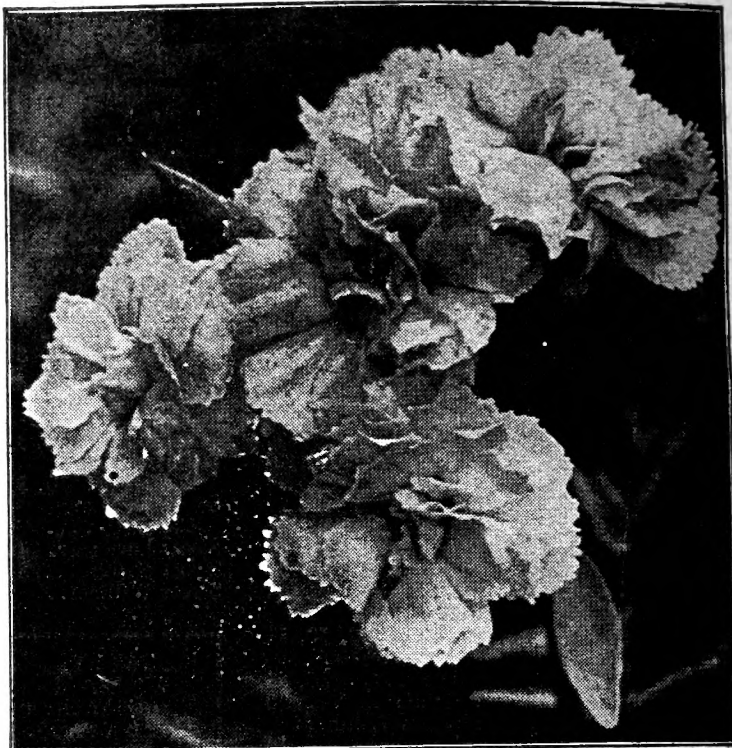
PRICES: Field-grown, 2-year plants, 45c each; 3 for \$1.10; 6 for \$2.00.

New!

Summer-mums

See pages 82A and 82B.

Important!



Aromatic Dianthi

Beatrix and Furst Bismarck

Thousands buy these beautiful aromatic flowers because of their alluring aroma. *Dianthus Furst Bismarck* and *Beatrix* are worth while for their delightful odor alone—they have rare beauty, too.

Picture shows *Beatrix*. *Beatrix* and *Furst Bismarck* are identical excepting for color.

AROMATIC DIANTHUS, FURST BISMARCK. Brilliant intense spirited crimson. Blooms profusely in clusters. Height 10 in. Plant 10 to 12 in. apart. Blooms June, July and later. Thrives in ordinary garden soil if not sour. **PRICES:** 30c each; 2 for 57c; 3 for 83c; 4 for \$1.00; 8 for \$1.80.

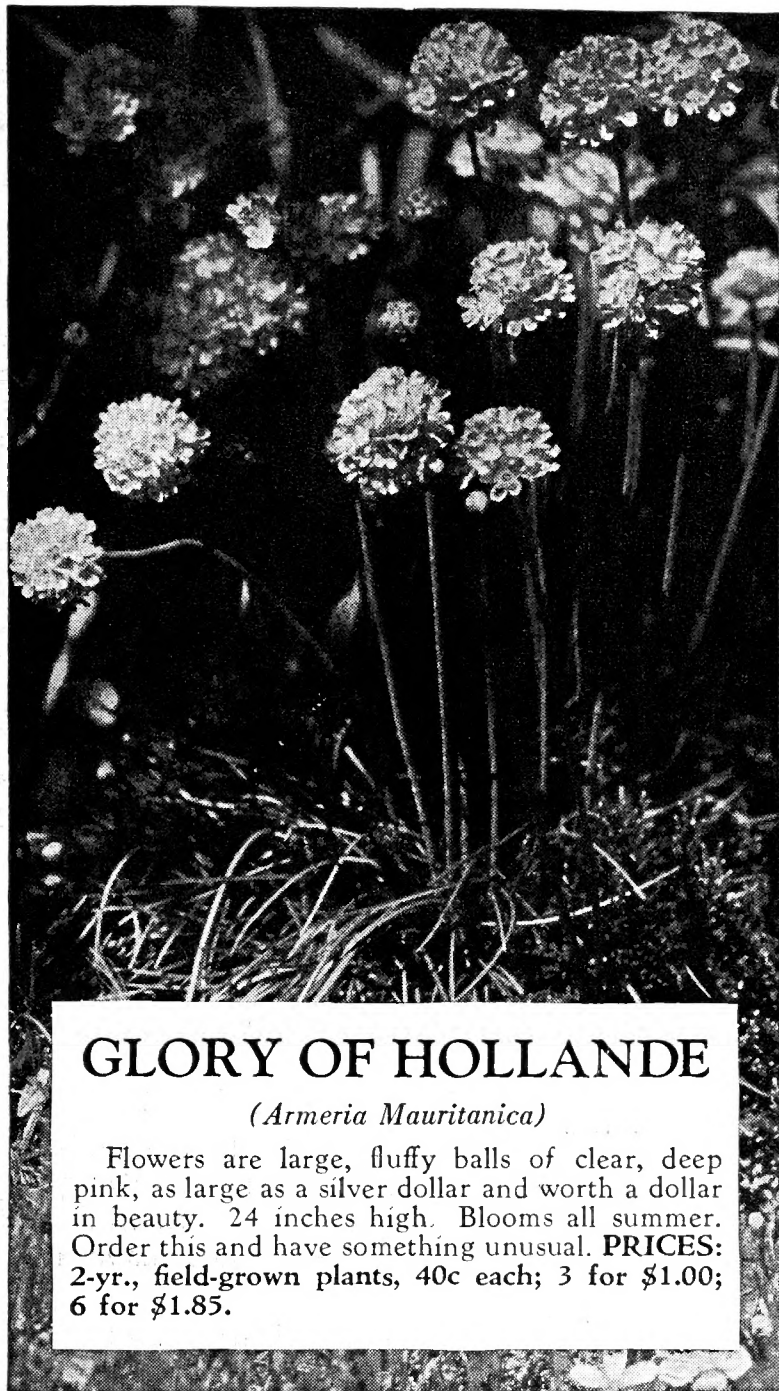
DIANTHUS, BEATRIX. Exactly like *Dianthus Furst Bismarck* but color is delightful salmon-pink. Ultimate height 10 in. Blooms June-July and later. Plant 10 to 12 in. apart. **PRICES:** 30c each; 2 for 57c; 3 for 83c; 4 for \$1.00; 8 for \$1.80.

SPECIAL

3 <i>Dianthus Furst Bismarck</i>	\$0.83
3 <i>Dianthus Beatrix</i>83

Total Value\$1.66

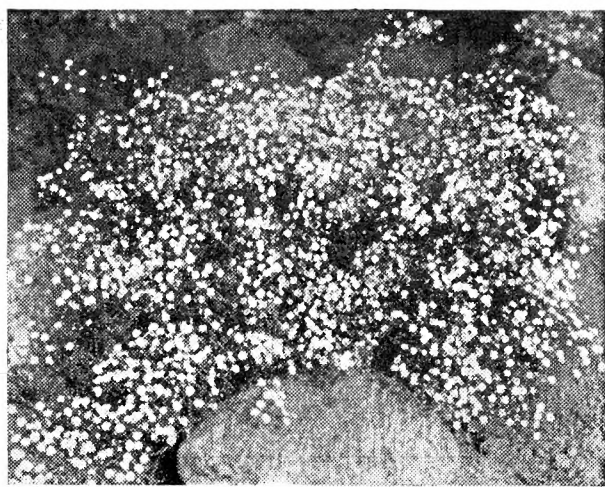
Special Price, \$1.45



GLORY OF HOLLANDE

(*Armeria Mauritanica*)

Flowers are large, fluffy balls of clear, deep pink, as large as a silver dollar and worth a dollar in beauty. 24 inches high. Blooms all summer. Order this and have something unusual. **PRICES:** 2-yr., field-grown plants, 40c each; 3 for \$1.00; 6 for \$1.85.



NEW BABY'S BREATH *Silver Mist*

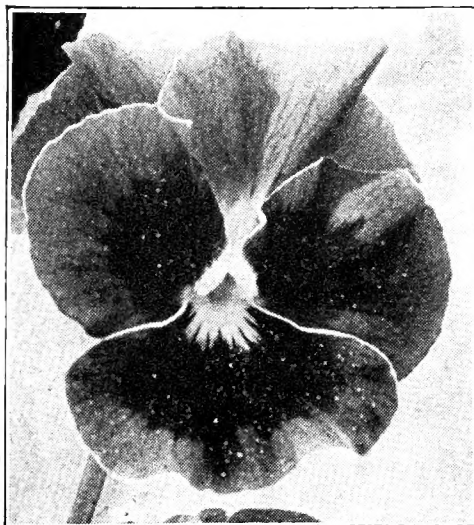
(*Gypsophila Repens Bodgeri*)

Ideal for borders and rock gardens. Blooms early in the spring and continues throughout entire summer. Flowers are double; first, pure white, later flesh-pink. Flowers can be picked if desired and will make wonderful bouquets alone or they make up beautifully in combinations with other flowers.

It is everblooming and will give continuous color.

HARDY—thrives in most any type of soil in semi-shade or full sun. Grows 12 inches high and will spread to about 2 feet. Foliage, light green, leaves pointed. Does not lose its leaves until the beginning of real winter.

PRICES: 40c each; 3 for \$1.00; 6 for \$1.85.



Red Viola *Arkwright Ruby*

(*Viola Cornuta*)

A pretty little dandy, all dressed up in red velvet of various shades, with orange or brilliant yellow markings. You are going to love this pretty little **hardy Pansy** and give it a place in your garden. Ultimate height, 6 to 8 in. Planting distance, 8 in. Blooms April to frost. Likes rich, well-drained soil. Sun or partial shade. Mulch in winter.

PRICES

1 for \$0.35
3 for .90
6 for 1.45

PRICES: Sturdy, field-grown plants, 35c each; 3 for 90c; 6 for \$1.45.



4 Tufted Daisies \$1.10

(Double Painted Daisy—*Pyrethrum*)

These beautiful flowers have an amazing fluffy tuft of beauty in the center as shown. The colors are rich, intense and beautiful, and the longer they have been established the more double they become. Plant 10 to 12 in. apart. They grow 2 to 3 feet high, bloom from May to June and come in 2 varieties as follows:

MIAMI QUEEN. Soft pink.

BRILLIANT. Striking red.

PRICES: Strong field-grown plants, 35c each; 2 for 65c; 3 for 90c; 4 for \$1.10.



4 for \$1.10



Trollius 3 for \$1.10

(Globe Flower)

You will love the incandescent beauty of Trollius—they really seem to glow with their own hidden fire. The color is amazingly beautiful orange-yellow with still richer fluffy stamens. Flowers produced in great masses. Beautifully globular in shape, 1½ to 2 in. or more across, 1 to 2 feet tall, bloom May to August. Plant them 10 inches apart. Do especially well in a moist and a shady location.

PRICES: 45c each; 3 for \$1.10; 6 for \$1.85.

4 Scabiosa Blue Bonnet \$1.10

(*Scabiosa Caucasica*—Isaac House)

This has been such an extremely popular flower that we know you will welcome these Isaac House Hybrids with their soft and lovely shades of lavender. They commence blooming in June on tall stems 18 to 24 inches high and continue until September. Hardy. Do nicely in sun or partial shade. Fine as cut flowers. Plant 12 inches apart.

PRICES: 35c each; 2 for 65c; 3 for 90c; 4 for \$1.10.



Orange Prince
Hollyhock

4 Hollyhock "Orange Prince" \$1.00

(*Althea rosea*)

Very delightful! Pretty, well shaped background petals of clear complexioned yellow with pretty rosette of blushing orange in the center. Deep fiery orange in the crevices shading to a lighter creamy orange at the edges. Grows 6 to 8 feet. Blooms June and July. Best in rich soil and full sunlight. Plant 18 to 24 inches apart. Mulch in winter. **PRICES:** 30c each; 2 for 55c; 4 for \$1.00.



Double Hollyhocks

6 Double Hollyhocks \$1.00

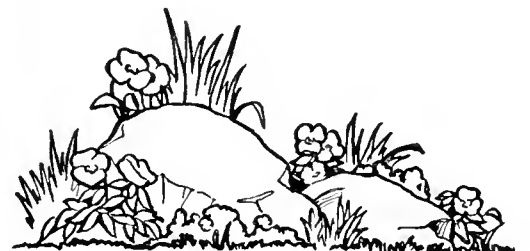
(*Althea rosea*)

These roselike, double Hollyhocks scarcely look real, they are so pretty. A wonderful background. Hardy, easily grown, mammoth flowering, beautiful! Blooms June and July. We send you an assortment of pink, red, lilac, white and yellow, or you may choose colors. **PRICE:** 22c each; 3 for 55c; 6 for \$1.00.

Plants for your Rock Garden

The plants indexed below are all suitable for rockery use—low growing, attractive.

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Bluebells of Scotland	26
Blue Flax	28
Bugle Plant	12
Candytuft	25
Coat Flower	12
Coral Lily	21
Creeping Baby's Breath	12
Creeping Phlox (Pink, White)	26
Crimson Garden Pink	12
Delphinium, Chinese	36
Dianthus, Beatrix	6
Dianthus, Furst Bismarck	6
Dianthus, Rose Dawn	52
Dwarf Alkanet	12
Edelweiss	12
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Forget-me-not	28
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Double Memorial Day Daisy “White Swan”

(*Chrysanthemum leucanthemum*)

This charming Memorial Day Daisy has a double, fluffy center as shown in the picture. When the plants are established they will produce 15 to 30 pure white flowers per plant. Stems grow to be 24 to 30 in. high. Blooms appear for Memorial Day in most sections and continue throughout June. **HARDY.** Decidedly beautiful. You should have it in your garden. Plant 12 to 15 in. apart.

PRICES: 35c each; 2 for 60c; 4 for \$1.00; 6 for \$1.45.

Color- True Aquilegias

Choose the color you want—these are color-true varieties, tall growing, mammoth-flowering, long-spurred—will make a beautiful display.

CRIMSON STAR. Petals striking crimson with white centers—and blooms 3 in. and more across. Brilliant! Ultimate height 1½ to 2½ feet. Blooms May-June. Hardy. Best in shade or partial shade. Plant 12 to 15 in. apart.

AQUILEGIA LONGISSIMA. Noted for its unusually long, slender spurs, 4 to 5 in. long, giving the pale yellow flowers an exceptionally graceful effect. Coming from northern Mexico it is able to withstand heat and dry weather. Does well in hot, dry places in the garden. June flowering. Height 18 in.

Hardy. Likes rich soil. Does well in sun or shade. Plant 12 to 15 in. apart.

AQUILEGIA, SILVER QUEEN. Beautiful silvery white tinged with cream in the throat. Ultimate height 1½ to 2½ ft. Blooms May and June. Hardy. Plant 12 to 15 in. apart. Plant shade or partial shade.

PRICES: 30c each; 2 for 57c; 3 for 83c; 6 for \$1.50; 12 for \$2.65.



Free Plants with Your Order

The larger your order, the larger your free value.
Read this page carefully.

\$1 Value
Free with a
\$5 Order

Now you can have a \$1.00 value free of extra charge with each \$5.00 cash value that you order. A \$10.00 order earns a \$2.00 value free, a \$15.00 order earns a \$3.00 value free, etc.

You may select any nursery stock you wish from this catalog as your free value.

WATCH YOUR ORDER

Often orders amount to \$4.75, \$4.85 or some similar amount. A \$4.85 order does not get the \$1.00 value free, but by ordering only 15c worth more, you raise your order to a \$5.00 order, and are entitled to the extra \$1.00 value. 25c worth more added to a \$4.75 order does the same, etc.

GUARANTY

Stock given you as premium value is the same that you would get if you paid cash, and is covered by the same guaranty. This stock must reach you in good growing condition or order refilled free of charge.

R. M. KELLOGG COMPANY
Three Rivers, Michigan

\$2 Value
Free with a
\$10 Order

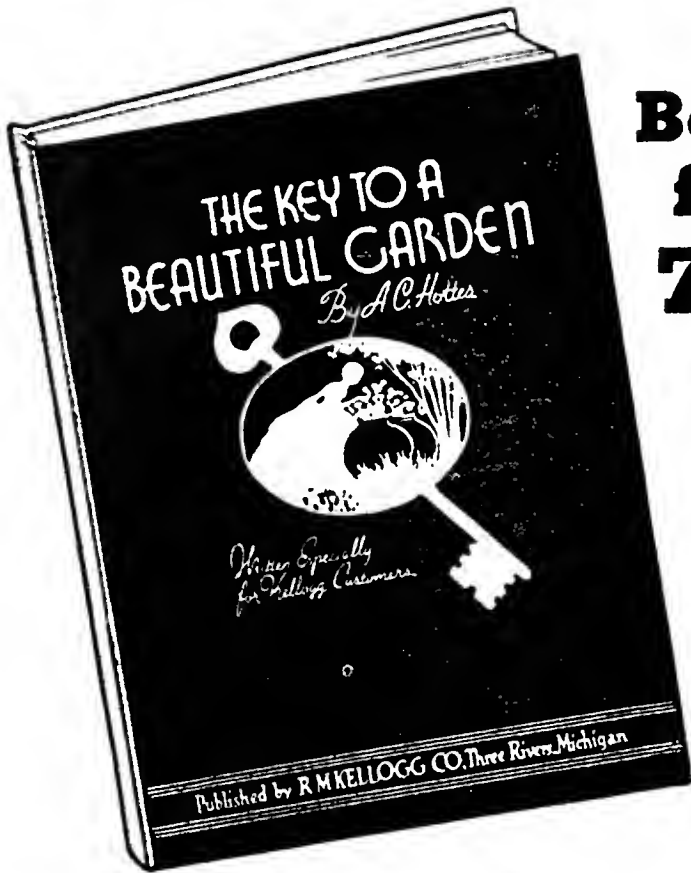
\$3 Value
Free with a
\$15 Order

\$4 Value
Free with a
\$20 Order

\$5 Value
Free with a
\$25 Order

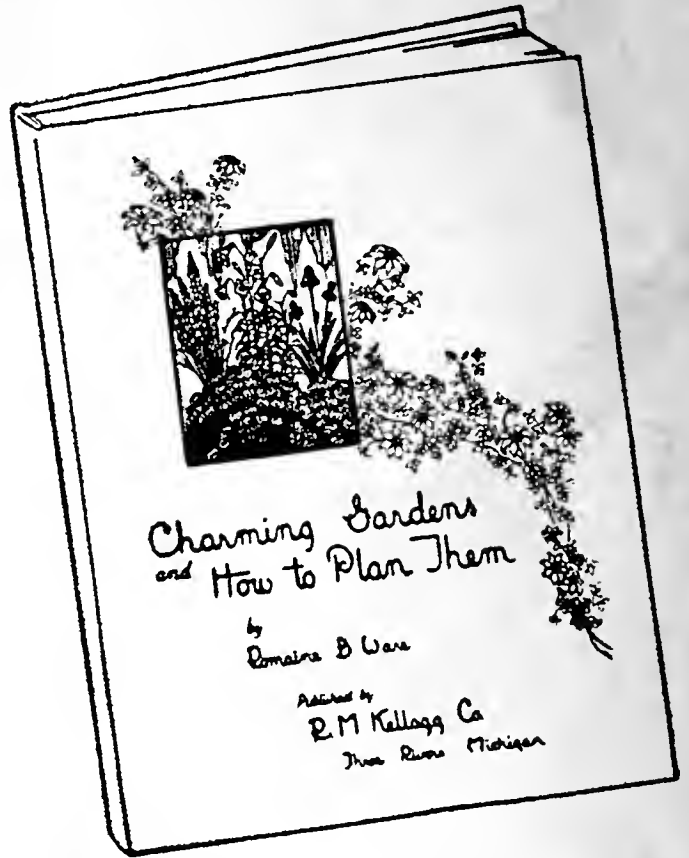
— and so on!

Important Garden Books



**Both
for
75¢**

sent
post-
paid



THE KEY TO A BEAUTIFUL GARDEN

Written by A. C. Hottes, famous garden author. Tells just how to produce more and better flowers. Seventy-eight pages, many pictures, page size 6" x 9". Soils, plant food, cultivating, watering, garden tidiness, insects, winter protection, etc.—all are discussed. Also many other subjects. Practically any question you may wish to ask will be answered in this charming book. Price 45c postpaid.

CHARMING GARDENS AND HOW TO PLAN THEM

Written by Romaine B. Ware, famous garden planner. Tells you just how to lay out a beautiful garden. In fact, it is composed almost entirely of diagrams drawn in such a way that you can put them together like dominos and make them fit your own garden. Shows just where to place each plant for harmony of color, height and blooming season. Page size, 7½" x 10½", 24 pages. Price 40c postpaid.

Mark Your Plants ^{for} a Better Garden

Smith Made Plant Marker

Made of durable, washable metal, baked enamel finish. Beautiful green, blends with foliage and flowers. Writing is easy with ordinary lead pencil. You will enjoy your flowers much more if you have them marked.

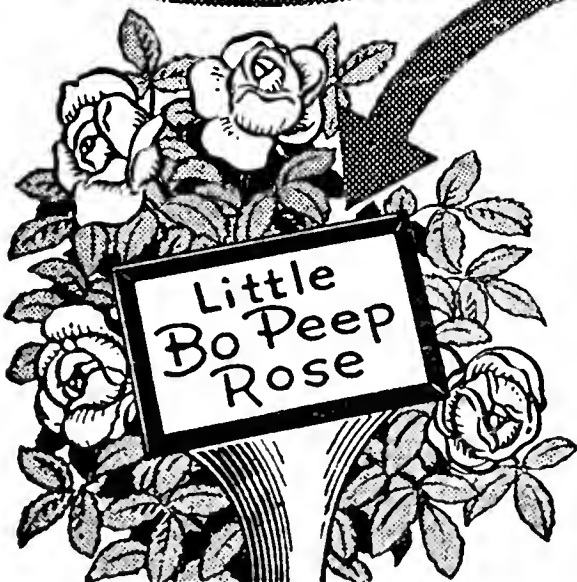
Weatherproof

The Slip-Over cap, shown at upper right, seals in and protects your markings. Sprinkling and rain cleans and freshens the marker. Window of cap is made of same non-shatterable material as used



in airplane windows, unaffected by weather; will not discolor. Marking space is 2½" x 1½".

POSTPAID PRICES: 12 for \$1.00; 25 for \$2.00; 50 for \$3.75; 100 for \$7.00.



Mammoth Size

Large, beautiful trumpets, 7 inches long, 5 to 6½ inches across! Green-Throated Lily gives you a tremendous lot of beauty for your money.

Here is
the Most
Unusual
Lily ever
Offered

Just imagine the rare and unusual beauty of a Lily with an apple-green throat! This is one of the rarest shades to be found in the blooms of flowers.

Green Throated LILY

(Philippinense formosanum)

Outside, Green-Throated Lily is purest white, or purest white with streaks of maroon; inside they are purest white which shades into the now famous apple-green throat. Every lover of the unusual should have Green-Throated Lilies, and you should send your order early, because the demand grows larger every year.

Count the Blooming Stalks

There are six blooming stalks on this one plant all from a single bulb. Often they produce more. We counted 35 blooming pods on this blooming plant at one time. Here is one of the most liberal flowering of all Lilies.

PRICES:

1 for ... \$0.35
2 for65
3 for85
4 for ... 1.00
6 for ... 1.50
8 for ... 1.85
25 or more at
18c each.
Blooming size
bulbs.

Everblooming

Don't forget that Green-Throated Lilies are everblooming. They make a new record in length of blooming season for Lilies. Starting in August they bloom heavily until stopped by heavy frost. Often they continue until November 1st or later.

[10-A]



PRICES:

1 for..35c	4 for..\$1.00
2 for..65c	6 for.. 1.50
3 for..85c	8 for.. 1.85

25 or more at 18c each.
Blooming size bulbs.

*New
Offer!*

12 Hardy Phlox Only \$1.50

NOTE. — The total number of Phlox you receive will be twelve—ten unlabeled plants plus two Lillian plants labeled.

Here is a new and better Phlox offer for Kellogg customers. Each plant in this collection will be a different variety and different in color or shade. **All plants HARDY!** The plants will be strong, field-grown stock, same quality as our highest priced collections, but the varieties with the exception of Lillian, will not be labeled.

\$3.00 VALUE

Although ten of the Phlox that you receive will not be labeled, they will be important varieties — varieties that are offered in our own and other catalogs at prices up to 35c each. The collection will be made up of surplus plants, regardless of value, and it is usually our best varieties that we have in surplus. No cheap varieties will be included. The 12 Phlox would cost you \$3.00 or more if ordered by variety.

Offer Includes 2 Lillian

Two of the plants will be Lillian, the beautiful pink Phlox with blue eye shown at the left. These two plants alone will have a 70c value, and will be labeled so that you can distinguish them. Lillian is one of the most beautiful Phlox ever introduced, and does not appear in many gardens, as it has been offered only for a very short time. Often 12 to 15 flower spikes per plant. Grows 2 to 3 feet high. Very hardy.

ORDER EARLY

We guarantee to include the two Lillian only as long as our supply of Lillian lasts. After Lillian is all gone, we reserve the right to substitute another variety or varieties for Lillian.



Lillian

[10-B]

Any 5 for \$1.00

PRICES: 30c each; 3 for 80c; 5 for \$1.00; 10 for \$1.85



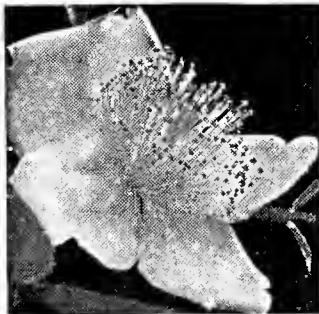
Sea Pink



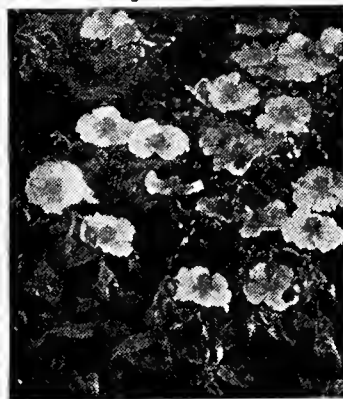
Sedum Sieboldi



Snow-in-Summer



St. John's Wort



Sun Rose

SEA PINK (*Armeria maritima*).

Very, very pretty plant with heads of delicate pink flowers. 4 to 6 inches high. Blooms May-July. Evergreen foliage. Excellent for borders. Good for the rockery. Easy to grow; hardy. Planting distance 8 inches. Full sun. Mulch in winter. Field-grown.

SEDUM SIEBOLDI. The aristocrat

of Sedums! Foliage round and a beautiful gray-blue, borne thickly upon stems 3 to 6 inches long. Flowers of rare pink. August and September. Planting distance 6 to 8 inches. Field-grown.

SNOW-IN-SUMMER (*Cerastium*

tomentosum). Blooms from June to July. Flowers white, foliage silver-gray. Grows 4 to 6 inches high. Very spreading habit. Thrives in ordinary soil with little moisture. Plant 12 inches apart in full sun. Field-grown.

SOAPWORT (*Saponaria ocy-*

moides). Prostrate plant producing myriads of rosy pink blossoms in May and June. Extremely hardy. Grows 4 to 6 inches high. Plant 12 inches apart. Field-grown.

ST. JOHN'S WORT (*Hypericum*

reptans). Extremely prostrate, fernlike foliage; large, brilliant golden yellow flowers. June through August. Planting distance 12 inches. Ultimate height 4 to 6 inches. Likes a sandy loam. Sun or partial shade. Field-grown.

SUN ROSE (*Helianthemum muta-*

bile). Pink, yellow, white and orange—mixed colors. Flowers July to September. Grows 8 to 10 inches high. Planting distance 12 inches. Likes dry, sandy location. Protect in winter. Field-grown.

THE PEARL (*Achillea ptarmica*).

Pure white, daintily beautiful flowers from June to August. 12 to 18 inches tall. Fine for edging or border. Easy to grow. Planting distance 12 to 15 inches. Very hardy. Plant in sunny position. Field-grown plants.

WINE POPPY (*Callirhoe involu-*

crata). Rich purplish crimson poppy-like blooms with beautiful ivory-white centers. Blooms from early summer to late fall. Grows 6 to 8 inches high. Planting distance 18 inches. One of the most delightful of trailing plants. Plant in full sun. Dry location recommended.

WOOLLY YARROW (*Achillea*

tomentosa). Pretty bright yellow flowers 6 to 8 inches high. Foliage woolly and carpet-like. Blooms July to September. Hardy, long blooming; easy culture. Plant 12 inches apart. Field-grown. Full sun; sandy soil. Hardy.

**20 Rock Garden Plants
for \$1.89**

See pages 30-31



The Pearl



Woolly Yarrow



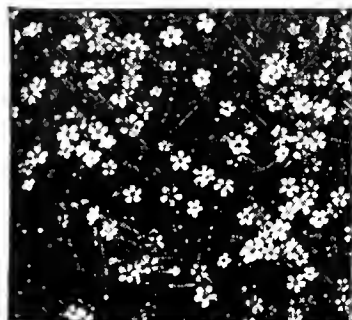
Wine Poppy

Any 5 for \$1.00

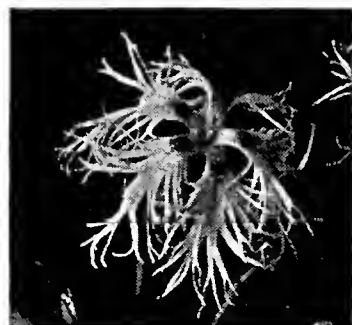
PRICES: 30c each; 3 for 80c; 5 for \$1.00; 10 for \$1.85.



Bluebeard Grass



Coat Flower



Dianthus Loveliness



Dwarf Alkanet

BLUEBEARD GRASS (*Festuca glauca*). Fine cut blue foliage. Clumps 9 to 12 inches high. Excellent for edging. Planting distance 8 to 10 inches. Sun or semi-shade. Grows well even in poor soil. Field-grown.

BUGLE PLANT (*Ajuga reptans*). Fine, dense, fast-spreading carpeting plant. Shade or sun. Purplish blue flowers May and June. Plant 12 inches apart. Ultimate height 6 to 10 inches. Hardy. Field-grown.

COAT FLOWER (*Tunica saxifraga*). Tiny, shimmering flowers of pretty pink, beautiful green foliage, 8 inches high. Blooms all summer. Plant 12 inches apart. Does well in poor soil. Hardy. Field-grown.

CREeping BABY'S BREATH (*Gypsophila repens*). Showers of blossoms in June and July. Creeping. 6 inches high. State color wanted, pink and white. Hardy. Plant 10 to 12 inches apart. Field-grown.



Edelweiss

CRIMSON GARDEN PINK (*Dianthus latifolius*). 12 to 15 inches high. Blooms June through September. Likes alkaline soil. Well-drained soil in full sun. Plant 12 inches apart. Field-grown.

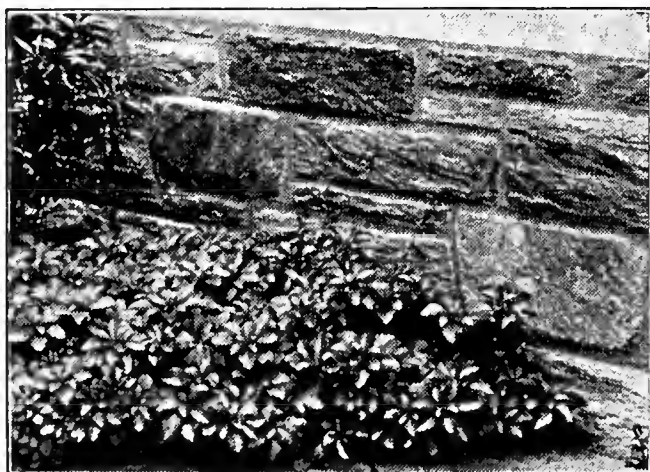
DIANTHUS LOVELINESS. Similar to a clump of beautiful low ornamental grass, with twenty-five or more blooming stems to a plant. Blooms quaint lavender in color, with beautiful apple-green throat. Ultimate height about 2 feet. Blooming season June and July. Sun or partial shade. Give winter protection. Plant 12 to 15 inches apart.

DWARF ALKANET (*Anchusa myosotidiflora*). New! Here is one of the prettiest little blue flowers you ever saw. Color and shape of flowers same as Forget-me-nots. Grows about 12 inches high. Myriads of pretty blue flowers during May and June. Very hardy; does best in shade or semi-shade. Plant 12 in. apart. More easily controlled than Forget-me-not. Field-grown.

EDELWEISS (*Leontopodium alpinum*). This is the flower for which Alpine lovers risk their lives. Grows 4 to 6 inches high. Leaves silvery with pale yellow flowers. June and July. Plant 6 to 8 inches apart. Entire plant is woolly. Inconspicuous yellow flowers. Likes light soil and very little moisture. Protect in winter.

PRICES

1	\$0.30
3	.80
5	1.00
10	1.85



Japanese Spurge

Shady Ground Cover Japanese Spurge

(*Pachysandra terminalis*)

This is the best ground cover we know of and the prettiest. It gives dense masses of lustrous green leaves. Trailing vine to 12 inches high. Perfect for shady places and poor soil. Thrives well under evergreens or anywhere. Practically evergreen. If an immediate effect is desired use 3 plants to each square foot. **PRICES:** Field-grown plants, 30c each; 3 for 80c; 5 for \$1.00; 10 for \$1.85.

Any 5 for \$1.00

PRICES: 30c each; 3 for 80c; 5 for \$1.00; 10 for \$1.85.

GREAT SEA LAVENDER (*Statice latifolia*). Myriads of minute lavender flowers in feathery fashion. 12 to 18 in. high. July and August. Large, leathery, dark green leaves. Excellent for dried bouquets. Hardy. Plant 10 to 12 inches apart. Likes sunny location and sandy loam. Field-grown.

GROUND IVY (*Nepeta Mussini*). Dwarf, compact plant with silvery gray foliage producing myriads of lavender-blue flowers all spring and occasionally during summer. Grows 12 inches high. Plant 12 inches apart. Full sun. Hardy. Field-grown.

MADWORT (*Alyssum saxatile compactum*). Fine border or rock plant with masses of bright yellow flowers, green leaves. Blooms in May. Grows 12 to 15 inches high. Easy to grow. Thrives in most all soils. Likes sun. Mulch in winter. Plant 12 inches apart. Field-grown.

NEW MAIDEN PINK, ERECTA (*Dianthus deltoides erecta*). Fine for low border or in your rockery. Flowers delicate dainty pink with dainty markings, nearly 1 inch across, and produced on straight, upright stems. Foliage glossy and healthy. Ultimate height 6 in. Blooms June. Full sun. Mulch in winter. Plant 8 in. apart. Field-grown plants.

MILKWORT (*Euphorbia polychroma*). Showy rock or border plant with bronzy yellow flowers in May and June. Unique foliage. Grows 1 foot high. Thrives best in poorest soils. Hardy. Plant 12 inches apart. Two-year, field-grown plants.

MOUNTAIN THYME (*Thymus serpyllum*). Fine for ground cover where grass fails. Small, lilac-purple blooms June-July. Can be walked upon or mowed. Grows 8 to 10 in. high. Plant 8 to 10 in. apart. Hardy. Field-grown.

PRIMROSE (*Primula cortusoides*). The newest and prettiest of Primroses. Flowers pretty rosy pink. Leaves are large and wrinkled. Grows 10 in. high, thrives in sun. Blooms in June. Plant 10 to 12 in. apart, in light, well-drained soil. Mulch in winter.

ROCK CRESS (*Arabis alpina*). Grows 6 in. high. Masses of white flowers in April and May. Thrives with little moisture. Best in sun. Needs winter protection. Plant 10 in. apart. Field-grown.

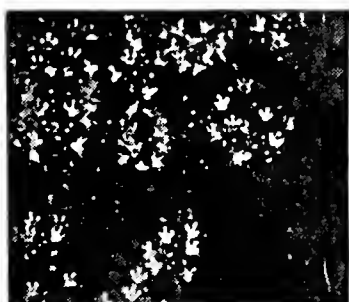
PINK ROCK CRESS (*Arabis alpina rosea*). Ultimate height 6 in. Blooms April and May. Thrives with little moisture. Best in sun. Needs winter protection. Plant 10 in. apart.



New Maiden Pink Erecta



Milkwort



Mountain Thyme



Rock Cress



Primula Cortusoides

New Giant Myrtle for Shady Places

Bowles Variety

(*Vinca Minor*—Bowles Variety)

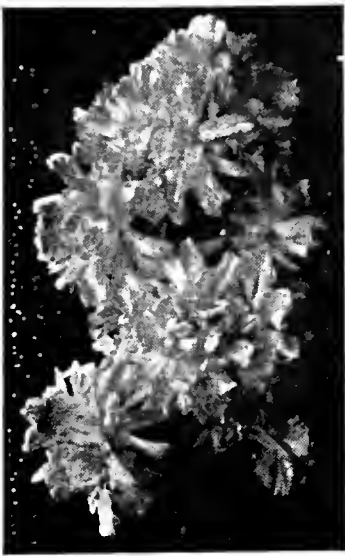
This new Myrtle answers the need for better ground covers in shady places. The flowers are larger than the old Myrtle, and the foliage broader and richer in its glossy green coloring. The foliage makes a dense mass in the early spring, and blooms at intervals in the autumn also. Flowers are deep rich blue in color.

PRICES: 40c each; 2 for 75c; 4 for \$1.35.



Any 5 for \$1.00

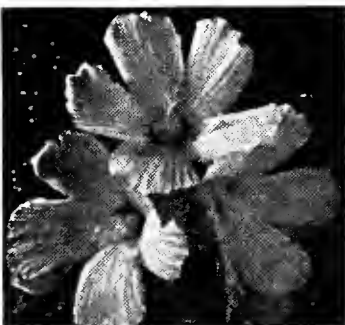
PRICES: 30c each; 3 for 80c; 5 for \$1.00; 10 for \$1.85.



Double Rose Campion



False Dragonhead



Hibiscus



Geum

BABY'S BREATH (*Gypsophila paniculata*). Charming panicles of minute white flowers, July and August, misty effect. Grows 2 to 3 feet high. Planting distance 18 inches. Very hardy.

CHINESE LANTERN (*Physalis Gigantea*). New giant variety, pods actually 6 to 9 inches around (2 to 3 inches across). Strong, stiff stems, 3 to 4 feet high. The brilliant orange pods retain shape and color all winter. Easily grown in almost any soil. Blooms in June. Plant 12 inches apart. Best kept separate from other flowers.

CORALBELL, PINK (*Heuchera brizoides*). Long, June to September, blooming period. Rich green, beautiful foliage. Dainty coral-pink flowers. 15 to 18 in. high. Planting distance 12 in. Field-grown.

DOUBLE ROSE CAMPION (*Lychnis viscaria flore pleno*). Double vermillion-red flowers.



Spanish Bayonet

One of the best garden flowers. Arouses much comment. Fine for cutting. Ultimate height 14 in. Blooms June-July. Avoid acid soil. Likes sun and winter protection.

FALSE DRAGONHEAD (*Physostegia virginica, Vivid*). Flowers lively pink similar to Snapdragons. Blooms July to September. 20 in. high. Planting distance 15 in. Thrives in all soils. Does well in shade. Hardy. Field-grown.

GAILLARDIA (*Blanket Flower*). New Dazzler variety. Brilliant orange-yellow red-centered flowers, June to frost. Grows 2 feet high. Plant 15 to 18 in. apart.

GEUM. Beautiful and quaint! Ultimate height 18 in. Blooms June-July. Likes full sun. Give winter protection. Good for cutting. Plant 15 in. apart. Three colors as follows:

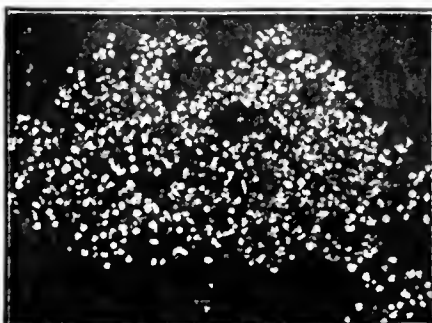
Mrs. Bradshaw. Bright red flowers in June-July.

Lady Stratheden. Rich golden yellow during June and July,

Orange Queen. Large deep orange flowers all summer.

HIBISCUS (*Mallow*). A giant 3- to 4-foot perennial. Showy blooms July-August. Planting distance 2 ft. Cut back to soil's surface each spring. Hardy. Best in full sun. Three colors: Pink, Red and White. State color. Field-grown.

HIBISCUS, MIXED. We have been unable to mark all Hibiscus as to color, and offer mixed colors at 3 for 48c; 8 for \$1.00.



Baby's Breath



Pink Coralbell



Gaillardia



Chinese Lantern

Any 5 for \$1.00

PRICES: 30c each; 3 for 80c; 5 for \$1.00;
10 for \$1.85

INDIAN PAINT BRUSH (*Lobelia cardinalis*). Rich, fiery red flowers produced on strong spikes, 3 to 4 feet high. Long blooming period, July-August. Planting distance 12 inches. Best in moist, shaded location. Hardy. Field-grown.

MALTESE CROSS (*Lychnis chalconica*). Most vivid scarlet. July. Grows 2½ to 3 feet high. Very brilliant. Fine cut flower. Planting distance 15 inches. Best in sun or partial shade. Ordinary soil. Hardy. Field-grown.

MEADOW SAGE (*Salvia azurea*). Attractive 3- to 4-foot perennial. Produces profusion of sky-blue flowers, August and September. Planting distance 12 to 15 inches. Best in full sun. Hardy. Field-grown.

MIDGET HEDGE (*Teucrium chamaedrys*). May be sheared to any height up to 12 inches. Foliage dense, glossy green, aromatic, resembling Boxwood. Bright lavender-pink flowers. Blooms July and August. Not evergreen but quickly resumes full leaf each season. Fine for pretty low hedges or borders. Plant 8 to 10 inches apart. Hardy. Field-grown.

SPEEDWELL (*Veronica longifolia*). Rich blue flower spikes. August. Two feet high. Planting distance, 12 inches. Hardy.

SPEEDWELL, SILVER (*Veronica incana*). Pretty blue flowers in spikes; silvery gray foliage. Grows 12 inches high. Blooms July and August. Very pretty. Plant 8 to 10 inches apart. Hardy. Field-grown.

RAGGED GYPSY (*Monarda didyma*). (Cambridge Scarlet). Beautiful. 2 feet high; spread 18 inches. Blooms July to October first. Hardy. Plant 15 to 18 inches apart.

SPANISH BAYONET (*Yucca filamentosa*). Gives a Mexican touch. Spikes 4 to 5 feet high with creamy white, inverted flowers; swordlike, evergreen foliage. Blooms July. Likes sun. Plant 18 inches apart. Field-grown.

SWEET LAVENDER (*Lavandula vera*). 15 to 18 inches high. Loads of fragrant blue flowers, July and August. Planting distance 15 inches. Field-grown.

TICKSEED (*Coreopsis grandiflora*). Pure yellow flowers. Blooms June to frost. Grows 2 to 3 feet high. 18 in. spread. Very hardy. Mulch in winter. Planting distance, 15 inches. Field-grown.



Speedwell



Coreopsis



Midget Hedge



Ragged Gypsy

Double Delphiniums

There is an amazingly beautiful color picture for you on page 34—now you can have Delphiniums that are all double—and you may choose colors. See page 34.

Flowers for Shady Places

Many people write us asking for flowers that can be grown in the shade. Here is a complete list with the pages on which descriptions and pictures can be found.

The plants listed in black type are those which can be used in rather heavy shade. Plants listed in light faced type can be grown in spots that are shaded for about one-half of the day.

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OUTSTANDING CHRYSANTHEMUMS

Garnet Gem



Garnet
Gem

This flower is a fine, well-bred dandy with gay, rich plumes that droop from the center in fascinating fashion. The center is rich golden yellow and the petals rich, rich garnet-red. Flowers fully 3 inches across. Do not hesitate to include this Chrysanthemum in your order. You will be delighted with it.

PRICES: From pots, 35c each; 3 for 90c; 6 for \$1.45.

**All 5
for only
\$1.15**

More and more the value of 'Mums in the garden is being realized, and we feel that everyone should try these 5 varieties. We, therefore, make this special offer. You will receive one of each variety as follows:

- 1 Garnet Gem\$0.35
- 1 Royal Mahogany .. .35
- 1 Amethyst Queen .. .35
- 1 Aladdin35
- 1 Barbara Cummings. .35

Total Value\$1.75

Special Price ... 1.15

You Save60

10 Plants—Two of Each
Variety, \$2.25.

All strong pot-grown plants with ball of earth on the roots for easy planting.

Royal Mahogany

Shades of glistening gold and bronze seem to dance right out from the center of this beautiful 'Mum. The outer petals are rich mahogany color and the center is beautiful yellow. Flowers measure nearly 2½ inches across.

PRICES: From pots, 35c each; 3 for 90c; 6 for \$1.45.



Royal
Mahogany

Amethyst Queen

Here is a beautiful splash of pretty deep amethyst-mauve. The colors seem to dance and sparkle with living, breathing personality—a flower of real life and vitality. Blooms measure nearly 2½ inches across and are borne closely in clusters, giving a beautiful display.

PRICES: From pots, 35c each; 3 for 90c; 6 for \$1.45.

Amethyst
Queen



Every garden should have Chrysanthemums, for not only do the new varieties bloom early, but they continue to bloom until late in the fall, apparently defiant of approaching winter. At no time is flower beauty more appreciated than when flowers are scarce. Be sure to include these lovely 'Mums in your garden order.



Barbara Cummings

Prices of Barbara Cummings: Strong potted plants, 35c each; 3 for 90c; 6 for \$1.45.

Barbara Cummings — The Chrysanthemum Supreme

Here is a 'Mum that really rivals the hothouse varieties in beauty and splendor

For years hothouse 'Mums, produced by petting and exquisite care, have been tops in beauty. Now here is a variety, Barbara Cummings, that will grow out-of-doors right in your garden, and which will rival the hothouse varieties in beauty and splendor.

The flowers of Barbara Cummings are unusually large—3 to 4 inches across—and wonderfully fluffy in shape. The color is rich golden yellow, with a deep suffusion of orange at the center and base of petals. This gives a glorious golden effect in the garden—very many flowers to a plant—and the flowers are wonderful for cutting too—blooms lasting for many days. Prices at left.

Barbara Cummings is an extra early variety, blooms August to heavy frost. The foliage is strong and healthy and a rich glossy green in coloring.

Aladdin 'Mum

EARLY! Aladdin Chrysanthemum gives you 'Mums while your neighbors wait. Starts blooming late June—6 to 8 weeks earlier than other early 'Mums—and continues until November! Most others do not start until September or later.

BEAUTIFUL FLOWERS! Rich bronzy flowers, stained with red and apricot. Beautifully shaped. Note the fluffiness and the size—Aladdin blooms are 2 to 2½ inches across.

HARDY! Aladdin is a hardy variety and will winter well in all climates with ordinary protection. Grows 2 to 3 feet high. Spread 2 feet. Likes sun.

PRICES: Strong potted plants, 35c each; 3 for 90c; 6 for \$1.45.



Korean Chrysanthemums

Extra Hardy

Extra hardy! Yes! And beautiful, too. We know of no flowers that have the fine combination of extra hardiness and beauty that Korean 'Mums have. These varieties will survive temperatures of 30 to 40 degrees below zero with little or no winter protection. They are the ideal 'Mums for northern climates, but also do well farther south. Grow 2 to 2½ feet high and bloom in great masses of beautiful color. Makes you exclaim with delight while your neighbors look on with envy. Excellent cut flowers. Three varieties as follows:

CERES. Lovely shades of old gold, chamois-yellow and soft coppery bronze. Height 2½ feet. October.

DAPHNE. Exquisite pink with underlying lilac-rose; brilliant golden stamens. Flowers 3½ inches across. Height 2 to 2½ feet. Mid-October.

MARS. Deep, deep red overlaid with velvet. Height 2 to 2½ feet. Mid-October.

PRICES: Potted plants, 35c each; 3 for 90c; 6 for \$1.45.



Korean 'Mums



New Summer-Mums

These new Summer-mums start blooming in mid-summer when flowers are scarcest—hundreds of blooms—and continue right up until heavy frost. They are also exceedingly hardy. Read all about them on pages 82A and 82-B.

Background Plants

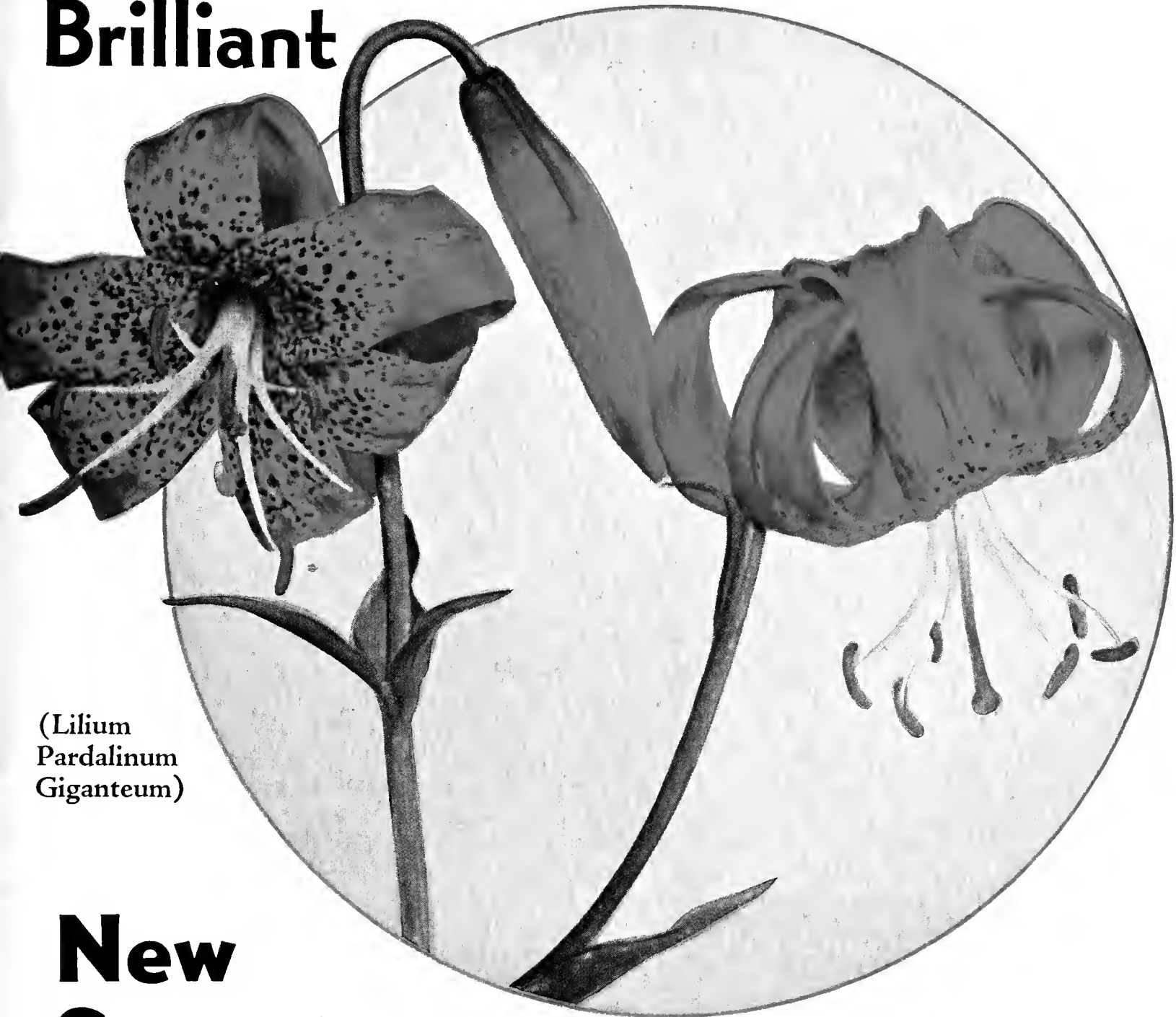
Asters	23, 24	Foxgloves	4
Astilbe, Peach Blossom ...	54	Hollyhocks	9
Blazing Star	27	Japanese Anemone	24
Buddleias	74, 75	Japanese Bellflower	29
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Chrysanthemums, F. G. ...	24	Ragged Gypsy, Cambridge	
Dahlias	29, 37-39	Scarlet	15
Day Lilies	27	Scabiosa	8, 26
Delphiniums	34, 35, 36	Shasta Daisy	26
False Dragonhead	14	Spanish Bayonet	15

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Bluebeard Grass	12
Candytuft	25
Carpathian Harebell	26
Dianthus, Rose Dawn	52
Madwort	13
Midget Hedge	15
Primroses	4, 13, 53
Rose, Little "Bo Peep"	58, 59
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Tufted Pansy	5

The above special index will help you find plants for background and edging.

Brilliant



(Lilium
Pardalinum
Giganteum)

New
Sunset
Lily

PRICES OF SUNSET LILY, LARGE BLOOMING
SIZE BULBS

1 for	\$0.45	◆	3 for	\$1.25
2 for85		6 for	2.45

Here is an amazing new Lily that will add rare brilliance to your garden. This new Sunset Lily has a wonderful beauty you cannot imagine until you have seen it. The petals are a fiery sunset-red as shown, fading to a beautiful yellow inside, delightfully peppered with dark brown spots. The anthers are a beautiful chocolate-brown.

We urge each Kellogg customer to order at least three bulbs of this beautiful new Sunset Lily. It is easy to grow in the most ordinary garden soils, and reaches a height of 5 to 7 feet. Plant 8 to 10 in. deep. Flowers appear in July.

Bulbs of *Lilium pardalinum giganteum* (New Sunset Lily) are scarce, so order your bulbs now.

Prices: 45c each; 2 for 85c; 3 for \$1.25; 6 for \$2.45.

Kellogg's Garden

The 7 Lilies pictured here have been proven by actual demand to be the most popular in the United States today. All Kellogg's Lily bulbs are the best size for the particular variety. All will bloom the first year, under average conditions.



GOLD-BANDED LILY - LILIUM AURATUM
(Above)

Gorgeous creamy white petals with maroon markings and rich gold band. Blooms July and August. Grows 2 to 3 feet high. Plant 12 to 14 inches apart, 6 to 8 inches deep. Grows in sun or partial shade.

Prices: 40c each; 3 for 99c; 6 for \$1.89.

2 Green-Throated Lilies FREE

if you order two collections at \$3.96 for the two. See picture and description of Green-Throated Lily on page 10-A.

Special!

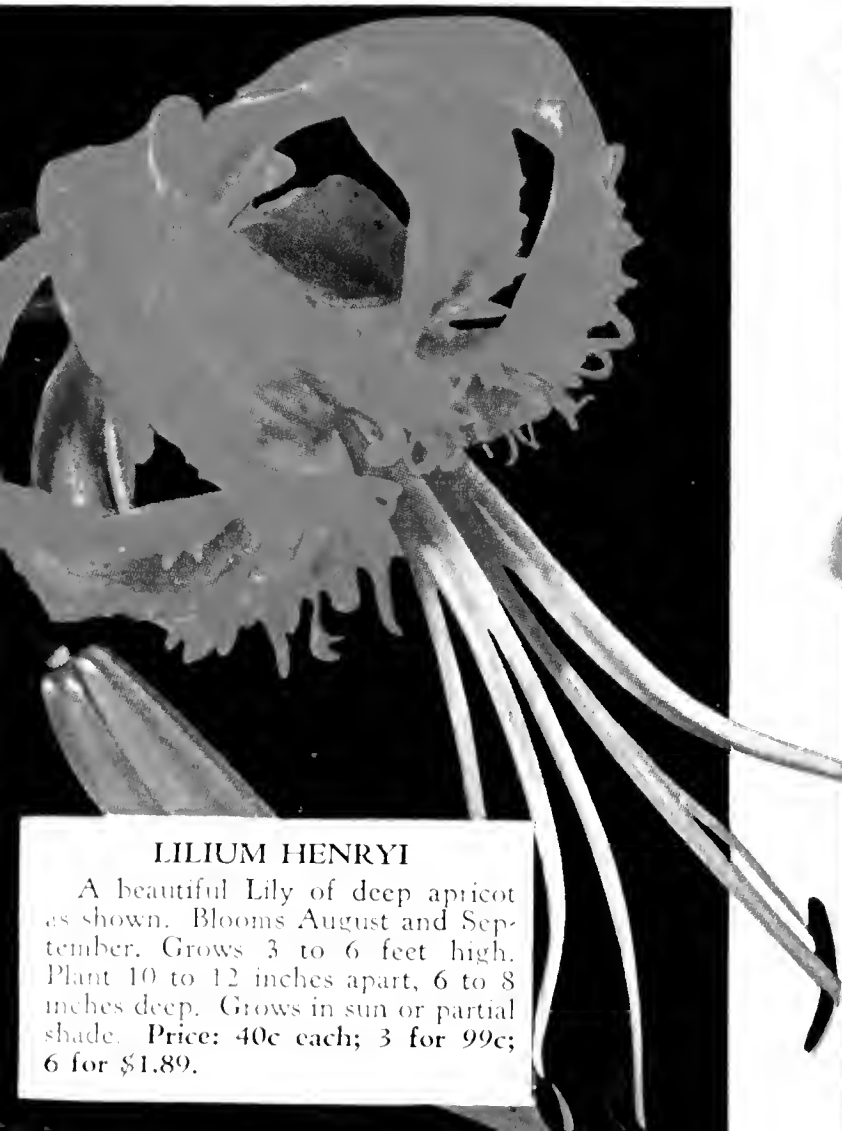
Send us only \$1.98 and we will send you one each of the 7 beautiful Lilies shown here, total value \$2.50. Two collections \$3.96 with 2 Green-Throated Lilies FREE. See offer at left.

All Seven **\$1.98**

The Key to a Beautiful Garden gives excellent instructions for growing Lilies. You should have a copy. See the tinted page in the front of the book.

LILIUM SPECIOSUM RUBRUM (Below)

Note the rosy white flowers with beautiful crimson spots and shadings. Blooms in August. Grows 2 to 3 feet high. Grows in sun or partial shade. Plant 10 to 12 inches apart, 6 to 8 inches deep. Prices: 40c each; 3 for 99c; 6 for \$1.89.



LILIUM HENRYI

A beautiful Lily of deep apricot as shown. Blooms August and September. Grows 3 to 6 feet high. Plant 10 to 12 inches apart, 6 to 8 inches deep. Grows in sun or partial shade. Price: 40c each; 3 for 99c; 6 for \$1.89.



of Lilies

Don't forget you get two Green-Throated Lilies free if you order two collections at a total cost of \$3.96. See Green-Throated Lily on page 10-A.



WHITE JAPANESE EASTER LILY

(*Lilium longiflorum*). Immense trumpets of pure white. Blooms June and July. Fragrant. Grows three to four feet high. Plant 10 to 12 inches apart, 6 to 8 inches deep. Price: 40c each; 3 for 99c; 6 for \$1.89.



CORAL LILY (Above)

(*Lilium tenuifolium*). A beautiful miniature Lily; one of the prettiest. Grows 18 to 24 inches high, with coral-red flowers in June. Does especially well planted with other flowers. Plant 8 inches apart, 3 to 5 inches deep; mulch in winter. Prices: 30c each; 3 for 87c; 6 for \$1.59.

REGAL LILY (Below)

Hardy! Snow-white with gilded throat; veins of crimson on outside. Have as many as 22 mature blooms on one flower head. Blooms June to July. 3 to 5 feet tall. Plant 10 to 12 inches apart, 6 to 8 inches deep. Prices: 20c each; 3 for 45c; 6 for 69c; 12 for \$1.19; 25 for \$2.17.



LILIUM SPECIOSUM ALBUM

Pure white, green bands across petals. Blooms August. 2 to 3 ft. high, sun or partial shade; plant 10 to 12 inches apart, 6 to 8 inches deep. Prices: 40c each; 3 for 99c; 6 for \$1.89.

Regal





Anemone, Princess Charming



Aster, Frikarti



Pentstemon, Garnet



Hardy Marguerite, Gay Adventure

Rarities in Beauty

On these two pages are shown flowers that are not to be found in every garden. They will make your garden outstanding.

Anemone, Princess Charming

(*Anemone Hupehensis*)

This beautiful fall-blooming flower is indeed a charming little princess, with its dainty orchid-rose flowers. Anemone Princess Charming will make your autumn garden delightful. Grows 18 to 24 inches high and blooms from early August until late autumn with many beautiful flowers as shown in picture at left. Flowers 1½ inches across. Foliage strong and healthy. Likes acid soil. Add peat moss to soil. **PRICES:** Anemone Princess Charming, 45c each; 2 for 80c; 3 for \$1.20; 6 for \$2.00.

Aster, Frikarti

(*Wonder of Staffa*)

One of the most persistent bloomers we ever saw. Lavender-blue flowers from 2 to 2½ inches across. June to frost. Very rich display. Excellent for cutting. **PRICES:** 40c each; 2 for 75c; 3 for \$1.00; 6 for \$1.85.

Pentstemon, Garnet

This new hardy large-flowering variety is a wonderful bloomer from June until frost. Rich garnet color, flowers gracefully placed, 12- to 18-inch stems, 6 to 12 spikes at a time. Very hardy. **PRICES:** 65c each; 3 for \$1.50; 6 for \$2.50.

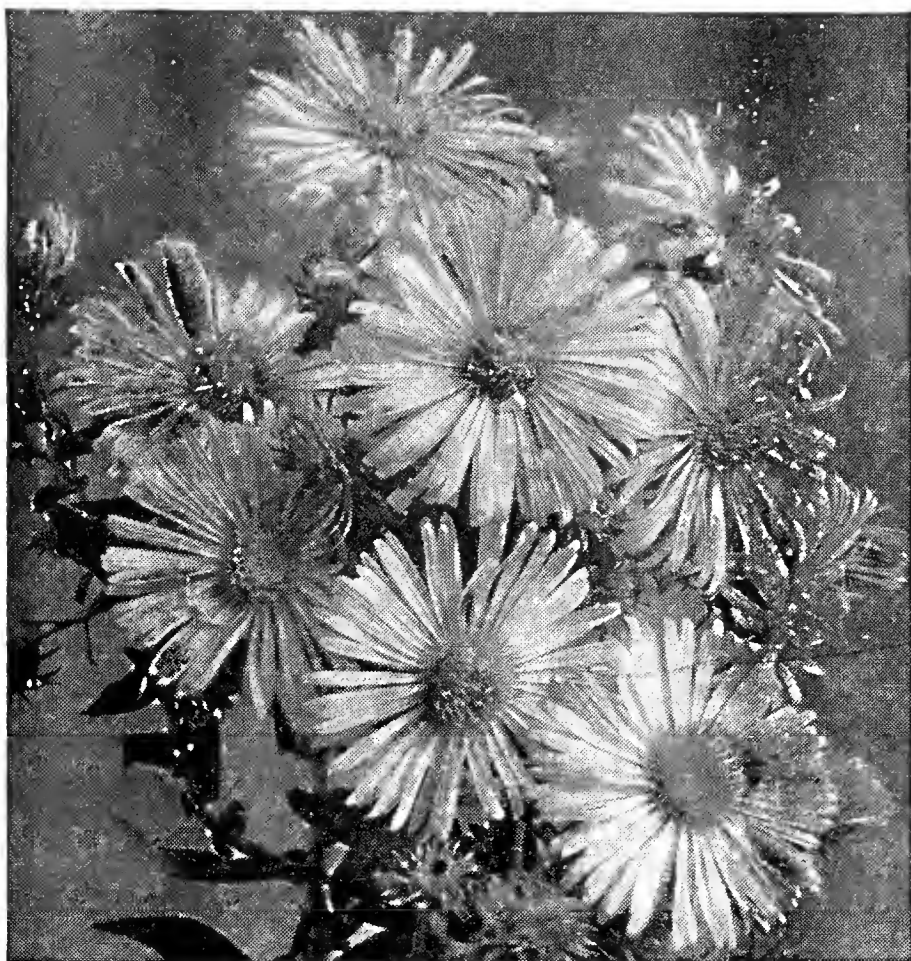
Hardy Marguerite, Gay Adventure

(*Anthemis Sancta Johannis*)

We named this beautiful new flower Gay Adventure because it really is a new adventure in form and color for Hardy Marguerites. Gay Adventure comes in the most brilliant bright golden yellow, as shown, and so far surpasses any other Marguerite that every garden should have it.

The picture is accurate, flowers being large, bright, and golden. Fine in the garden, or for cutting. Blooms June and July. Grows 18 to 24 inches tall. Plant 2 feet apart. Ordinary soil, average moisture. Remarkably resistant to diseases and insects. Likes sun.

PRICES: Strong, field-grown plants, 45c each; 3 for \$1.10; 6 for \$2.00.



The Best New Asters

PRICES

1 for \$0.50

3 for 1.25

6 for 2.35

Your Choice
of Varieties

There has been such a demand for Asters, that we have added these amazingly beautiful new varieties to our listing. We know you will be delighted with them. Commence blooming in September and continue until cold weather.

Beechwood Challenger—Red

Oh, this variety is such a beautiful and brilliant crimson red! Really Beechwood Challenger is the closest to a pure red of any Aster yet produced, and the flowers are produced in gorgeous abundance. Indeed the plant, which grows to 3½ feet tall, becomes completely covered with them. Plant 2 feet apart. Likes full sun. Needs little moisture. Imported from England. **PRICES:** 50c each; 3 for \$1.25; 6 for \$2.35.

Mount Everest—White

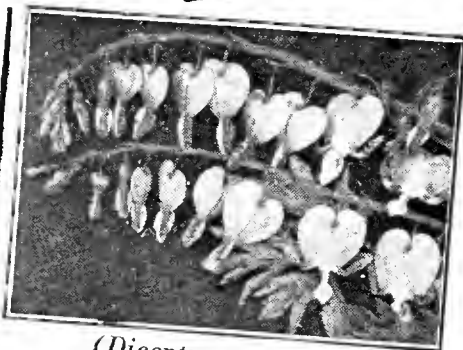
If you could see this beautiful variety in bloom, you would know why it was named Mount Everest, for it forms a veritable mountain of pure white flowers, just like a huge hill of snow. Flowers produced right down to the ground. Grows 3 to 4 feet tall. Plant 2 feet apart. Likes sun. Needs little moisture. Foliage very healthy. **PRICES:** 50c each; 3 for \$1.25; 6 for \$2.35.

Harrington Pink—Pink

This beautiful pink variety will indeed brighten your autumn garden. The blooms are a beautiful deep rose-pink in color and are produced in such abundance as to give a perfectly lovely effect—a striking picture. Excellent for cutting. Grows 4 feet high or more. Plant 2 feet apart. Likes sun. Needs little moisture. Without question the best true pink hardy Aster, and you should have it. **PRICES:** 50c each; 3 for \$1.25; 6 for \$2.35.

Big values
for your \$1.00.
Don't overlook
these if you
want your
money's worth.

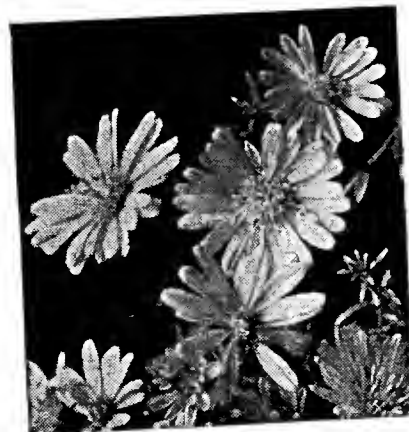
DOLLAR



(Dicentra spectabilis)

3
Old Fashioned Bleeding Hearts
\$1

Lend a fine romantic touch to any garden; truly heart-shaped flowers with little pendants like little drops of blood from Cupid's darts. Like shade. Grow 24 inches high, 15- to 18-inch spread. Bloom in May. **PRICES:** Fine, field-grown plants, 40c each; 3 for \$1.00; 6 for \$1.85.



5
Hardy Asters
\$1

Without equal among the fall perennials. Soft colors. Baby-like flowers. Bloom late when other flowers are gone. Red, pink, blue and white. State color or we will give you a variety of colors. 10 for \$1.85.



5 Hardy 'Mums
\$1

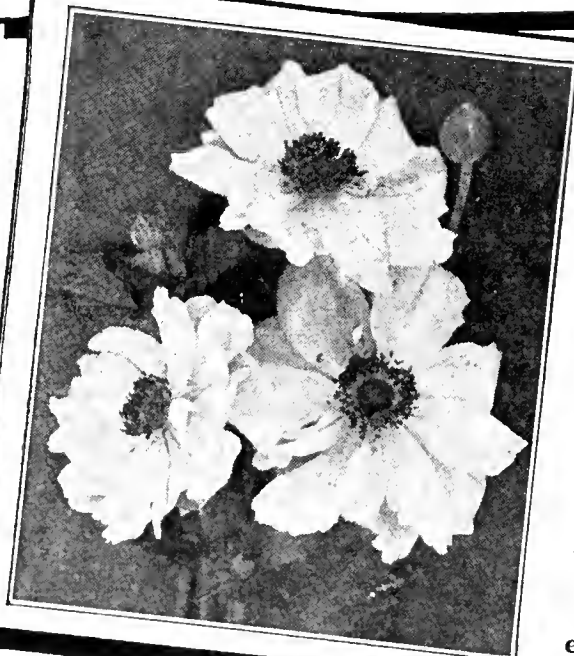
We send you a high grade assortment, each one a different variety, wide color range, varieties not labeled, for only \$1.00. You get a variety of types—pompons, buttons and large flowering, mixed. Order early. The supply is limited. 10 for \$1.85.

4 for \$1



Dwarf Border Asters

Similar to Azaleamums in growth and bloom—'nuff said! Much cheaper, too. Bloom August to frost. We send you an assortment of four varieties, our choice. Hundreds and hundreds of blossoms on each plant. Shades of blue and pink. 8 for \$1.85.



3 Japanese Anemone
\$1
(Windflower)

Masses of blooms from September to November. 2 to 3 feet high. Sun or shade. Plant 12 inches apart. Three varieties as follows:

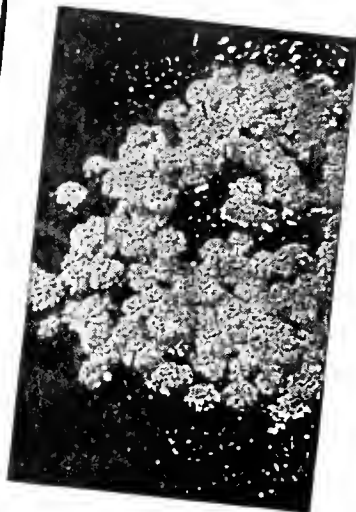
RUBRA. Red.

QUEEN CHARLOTTE. Pink.

WHIRLWIND. White.

You may choose colors. **PRICES:** Potted plants, 40c each; 3 for \$1.00; 6 for \$1.85.

BARGAINS



Candytuft 6 for \$1

(Spanish Evergreen—
Iberis sempervirens)

This pretty white flowering perennial remains evergreen all winter. Blooms May-June. 9 to 12 in. tall. Planting distance 12 in. Field-grown. **PRICES:** 25c each; 3 for 69c; 6 for \$1.00.

Hardy Carnations 6 for \$1

(*Dianthus Grenadin*)

These beautiful flowers give you all the joys of hot-house Carnations right in your own garden. Grow 12 to 18 in. tall. Plant 12 in. apart. Bloom June and July. Following colors available: Red Pink White Yellow
PRICES: Hardy field-grown Carnations by colors, 25c each; 4 for 75c; 6 for \$1.00.



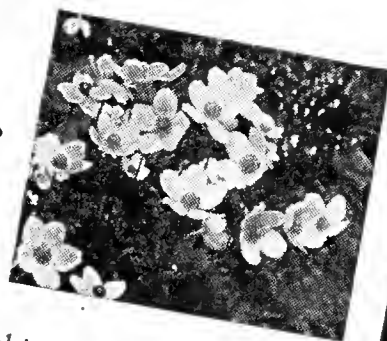
18 Cannas (Mixed) \$1

This collection gives you all the various colors, red, yellow, pink, scarlet. Roots strictly high-grade and hand-picked from many varieties. Varieties, our choice, not labeled. Grow 6 feet high. Bloom July and August. Plant 2 feet apart. **PRICES:** 18 for \$1.00; 40 for \$2.00.

Wood Anemone 6 for \$1

(*Anemone sylvestris*)

Lovely pure white flowers 12 to 15 in. high. Does best either in partial shade or full shade. Blooms during May and June. A flower that should be in every garden. Likes woods dirt or leaf mold. Plant 10 to 12 in. apart. Field-grown. **PRICES:** 25c each; 3 for 69c; 6 for \$1.00.



6 Aquilegias \$1

(*Columbine*)

A fine mixture of Scott Elliott Hybrids in shades of red, pink, blue, purple, white and yellow. Grow 3 feet high. Hybrids, we cannot guarantee colors. Blooms May and June. Hardy. Plant 12 to 15 in. apart. Likes shade or partial shade. Mixed colors only.

PRICES: 25c each; 3 for 69c; 6 for \$1.00.



All of these bargains are worth more than the price asked. Send your order early.

\$DOLLAR

Here are some of Kellogg's most popular flowers—big values for your \$1.00. Don't overlook these if you want your money's worth.



6 Creeping Phlox \$1

(*Phlox subulata*)

These make a beautiful blanket of pink during April and May. Foliage evergreen and mossy. Grows 4 to 6 inches high. Like sun. Hardy. Plant 10 inches apart. May also be had in white. State color wanted, pink or white. **PRICES:** 25c each; 3 for 69c; 6 for \$1.00.



6 Bluebells of Scotland \$1

(*Campanula rotundifolia*)

Clear blue flowers on stems 18 in. high. Very pretty. They bloom June to August. Easy to grow. Planting distance 12 inches. Field-grown plants. Good for sun or shade. **PRICES:** 25c each; 3 for 69c; 6 for \$1.00.



6 Carpathian Harebell \$1

(*Campanula carpatica*)

One of the prettiest blue flowers. They grow upright and dainty on rigid little 8- to 10-inch stems. Crinkled lustrous green foliage. A gem for border or rockery. Bloom June to October. Plant 10 inches apart. O. K. in shade. **PRICES:** Field-grown plants, 25c each; 3 for 69c; 6 for \$1.00.

6 Shasta Daisies \$1

(*Chrysanthemum maximum*)

Large flowers of many snow-white petals. Long, mid-summer blooming. Fine for bouquets. Grow 18 to 24 inches high. Plant 15 inches apart. Blooms June to August. Hardy. **PRICES:** 25c each; 3 for 69c; 6 for \$1.00.



6 Scabiosa \$1

Blue is a rare color in perennial flowers and so you will welcome this pretty bit of azure. Flowers large. Grow 18 to 24 inches high, spread 12 inches. Bloom continuously, June till September. Very hardy, easy to grow. Planting distance 12 inches. **PRICES:** 25c each; 3 for 69c; 6 for \$1.00.



4 Red Hot Poker \$1.00

(*Tritoma Pfitzeri*)

Just like real live fire—indeed like a red hot poker. 3 to 4 feet high. Bloom August to October when fiery color is needed. Plant 12 in. apart. **PRICES:** Field-grown plants, 35c each; 2 for 55c; 4 for \$1.00.



BARGAINS

4 Day Lilies (*Heemerocallis*) \$1.00



Now we give you a new and much improved list of Day Lilies—the famous Betscher hybrids as follows:

ANNA BETSCHER. Rich golden yellow; late July or August.

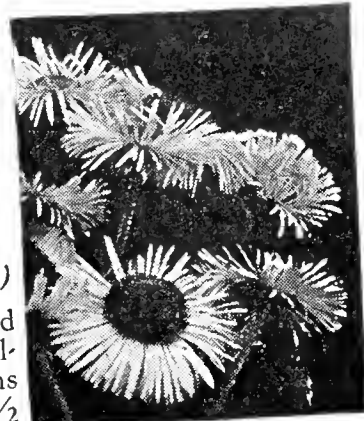
GOLDENI. Deep golden orange; July.

GYPSY. Brilliant deep orange; July.

D. D. WYMAN. Golden yellow splashed tawny. July-August.

PRICES: 4 for \$1.00; 8 for \$1.85.

6 Blue Fringed Daisies \$1.00



(*Erigeron speciosus*)

Flowers large and violet-blue with yellow centers. Blooms June and July, 1½ to 2 feet high. Fine for cutting. Planting distance, 18 inches.

PRICES: Field-grown, 25c each; 3 for 69c; 6 for \$1.00.



Perennial Pea 6 for \$1 (*Lathyrus latifolius*)

Blooms in June and July; will climb any support. Hardy. Planting distance 2½ to 3 feet. Grows 6 feet

or more. Best in full sun. Does not like acid soil. Hardy. Colors: Red, pink and white. State choice of colors.

PRICES: Field-grown, 25c each; 3 for 69c; 6 for \$1.00.

Blazing Star 6 for \$1

(*Liatris pycnostachya*)

Fine for winter bouquets. When in bloom looks like a blazing star. Blooms July and August. Spikes tall, beautiful bluish-lavender colored; 4 ft. high. Very hardy. Plant 8 to 10 in. apart. Sun or shade.

PRICES: Field-grown, 25c each; 3 for 69c; 6 for \$1.00.



6 Persian Daisies \$1.00

(*Painted Daisies; Pyrethrum*)

Select hybrids in many colors from red to light pink and white—bright, gay, youthful colors. Grow 2 to 3 feet high. Bloom May and June. Mixed colors only. Planting distance, 10 to 12 inches. Field-grown.

PRICES: 25c each; 3 for 69c; 6 for \$1.00.



All of these bargains are worth more than the price asked. Send your order early.

\$DOLLAR

6 Garden Pinks \$1

(*Dianthus plumarius*)

Blooms nearly all summer. 15 to 18 in. high. Fragrant. Shades of pink, white, red—mixed colors only. Plant 12 to 18 inches apart. Field-grown.



PRICES: 25c each; 3 for 69c; 6 for \$1.00.

Pasque Flower 6 for \$1

(*Anemone pulsatilla*)

A delightful early spring flower with pretty fuzzy blossoms, large and purple, that appear during April and May. 9 to 12 in. high. They like sun or shade. Planting distance 10 in. Dislikes too much moisture. Mulch in winter. Field-grown. PRICES: 25c each; 3 for 65c; 6 for \$1.00.



English Violets 5 for \$1

(*Viola odorata*)

English Violets by color are something new. Formerly only the deep purple variety has been offered. Now we have 3 colors as follows:

Purple Pink White

Order English Violets by color at the following prices: Field-grown plants, 2-year, 25c each; 3 for 65c; 5 for \$1.00; 10 for \$1.85.



Hardy Forget-me-nots 6 for \$1

(*Myosotis palustris semperflorens*)

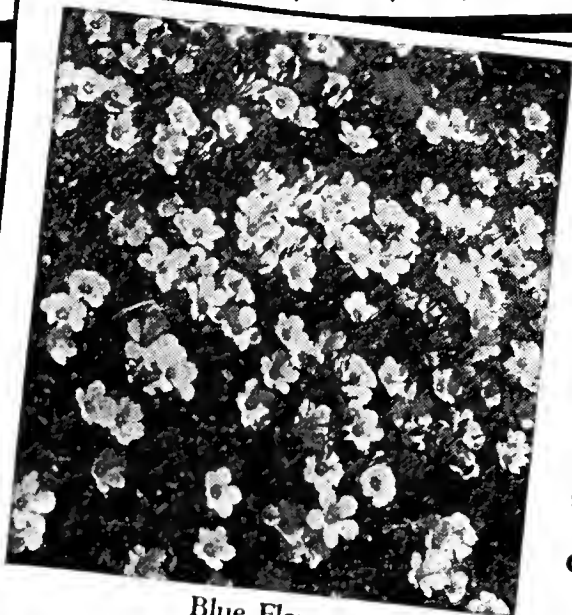
4 to 6 in. high. Flowers sky-blue, blooms from May to September. Plant 12 in. apart. Best in shaded location. Hardy. Field-grown. PRICES: 25c each; 3 for 69c; 6 for \$1.00.



5 Blue Flax \$1.00

(*Linum perenne*)

A bit of the sky's heavenly blue for your garden. 18 to 24 in. high. May through August. Bluish foliage. Planting distance 12 to 15 in. Best in dry, sunny location. HARDY. PRICES: 30c each; 3 for 80c; 5 for \$1.00.



Blue Flax



Golden Flax

GOLDEN FLAX (*Linum flavum*). Pretty bits of dancing gold. Blooms May to August. 12 to 15 in. high. Hardy. Plant 12 in. apart. Sandy loam best. Full sun. PRICES: Field-grown, 30c each; 3 for 80c; 5 for \$1.00.

All of these bargains are worth more than the price asked. Send your order early.

BARGAINS

10 Dahlias \$1

All fine, large, mammoth-flowering varieties in beautiful color range. These will be our choice of varieties. A rare and unusual bargain. High grade roots. 20 for \$1.85.



For the finest new varieties of Dahlias, see pages 37, 38 and 39.

Balloon Flower 5 for \$1

(Japanese Bellflower—*Platycodon*) Bell-shaped or broadly cup-shaped flowers,



growing 1½ to 2 ft. tall. Beautiful dark green foliage. Blooms July and August. Very hardy. Likes sun or shade, any well-drained soil will do. Spread 12 inches. Strong, 2-year plants. Two colors, blue or white. State color wanted. PRICES: Field-grown plants, 30c each; 3 for 80c; 5 for \$1.00.

5 Sky Blue Daisies \$1

(*Aster subcoeruleus*)

A pretty blue daisy-like Aster with golden yellow center. One of the prettiest little flowers you can imagine. Grows only 8 to 10 inches high. Makes

a beautiful border. Fine for beds or rockery. Fine, field-grown plants furnished. PRICES: 30c each; 3 for 80c; 5 for \$1.00.



4 Iceland Poppies \$1

(*Papaver nudicaule*)

They nod their heads so prettily in the breeze! May to August. Pink, yellow, orange and white. Grow 10 to 12 inches high. Planting distance 8 to 10 inches. Mixed colors only. Dainty fernlike foliage. PRICES: 2 for 55c; 4 for \$1.00; 8 for \$1.85.



5 Ghost Plant \$1.00

(*Artemisia, Silver King*)

Looks as if dusted with fine silver dust; foliage ghostly, silvery white. Fine background for lower plants of brilliant color. Grows 2 to 3 feet high, spread 18 inches or more. Very hardy, thrives in sun or shade. Ordinary soil. Plant 15 to 18 in. apart. PRICES: Field-grown plants, 30c each; 3 for 80c; 5 for \$1.00.



All of these bargains are worth more than the price asked. Send your order early.



Don't Miss Campanula, "Blue Gardenia"

Above are shown single flowers of the beautiful new Campanula, "Blue Gardenia." Note the beautiful gardenia-like form—full page picture in color on page 32.

HARDY

Insects hardly bother Campanula, "Blue Gardenia," at all, and it easily stands temperatures well below zero. Blooms year after year without replanting. Easy to grow in average garden soil with average drainage. Again we emphasize, not a biennial like most Campanulas, but a perennial—blooms year after year without replanting.

Note.—Campanula, "Blue Gardenia," is not related to Gardenias. It is a Campanula with flowers of the same beautiful form as a Gardenia.

DOUBLE RUSSIAN VIOLETS

(Viola odorata)

Large, double, sweet scented flowers in early spring; long stems. Usually repeat with cool fall weather and often during mild spells in winter. Height 6 to 8 in. Fine for shade. Plant 8 in. apart. **PRICES:** 45c each; 2 for 80c; 3 for \$1.10; 6 for \$1.85.

CLEMATIS-FLOWERED AQUILEGIA

(Aquilegia clematiflora)

Flowers 2 to 4 inches across and have no spurs on most of them. If you want something distinctly new, order Aquilegia clematiflora. Mixed colors, beautiful pastel shades only—pink, yellow, blue, white and cream. Sorry, but we can't give color choice—hybrids. Ultimate height 18 to 24 in. Bloom May-June. Do best in partial or full shade. Hardy. Plant 12 to 15 in. apart. **PRICES:** 45c each; 3 for \$1.10; 6 for \$1.85.

FIREBALL

(Double Helianthemum—Red)

See the picture in color at the right. The flowers are brilliant crimson-red, as shown, and are about 1 inch across, grow 8 inches high. Foliage is beautiful, glossy, and evergreen. Plant them 12 to 15 inches apart. Bloom July to September. **PRICES:** 2 for 55c; 4 for \$1.00; 8 for \$1.85.

GOLDENBALL

(Double Helianthemum—Golden)

This beautiful little flower is identical in form with Fireball shown at the right, but the flowers are a beautiful golden yellow instead of red. In every other respect it is just like the Fireball—beautiful foliage, evergreen, flowers 1 inch across. Grows 8 inches high. Bloom July to September. **PRICES:** 2 for 55c; 4 for \$1.00; 8 for \$1.85.

HARDY MARGUERITE, "GAY ADVENTURE"

See entire picture and description on pages 22 and 23—important!

Kellogg's

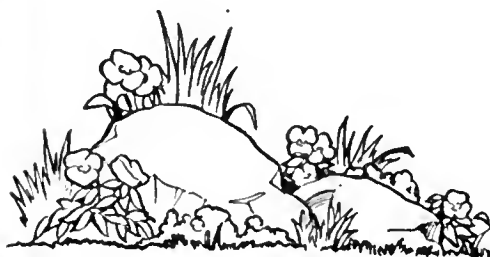
Surprise Rock Garden

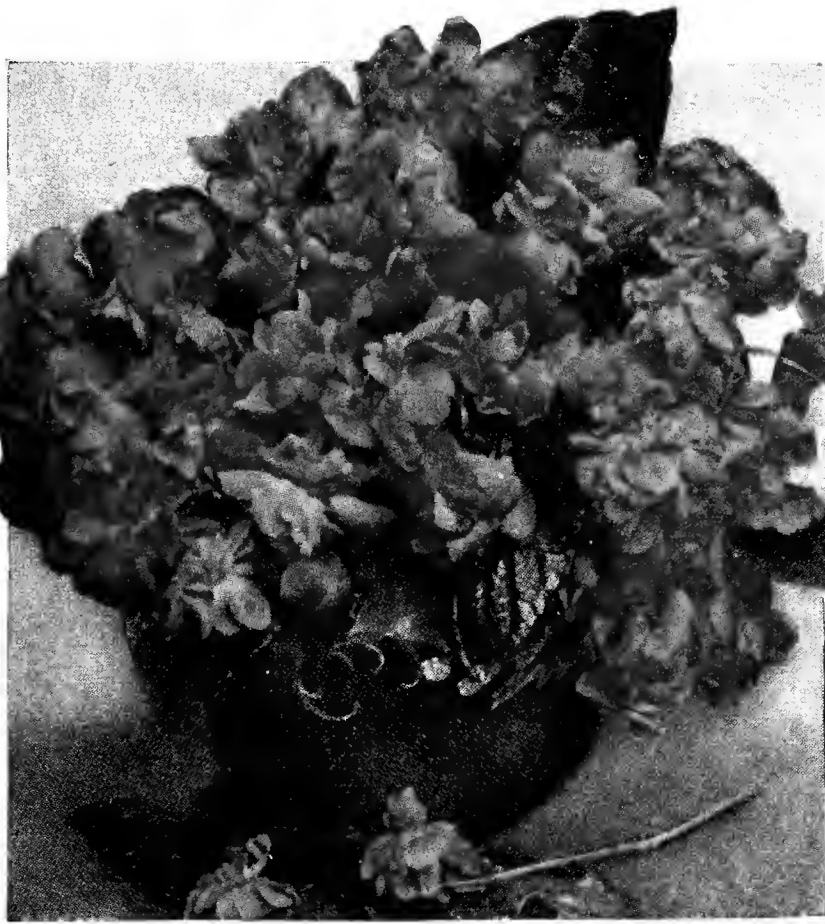
20 plants for \$1.89

40 for \$3.57

60 for \$5.25

See picture and description, page 31.





Double Russian Violets



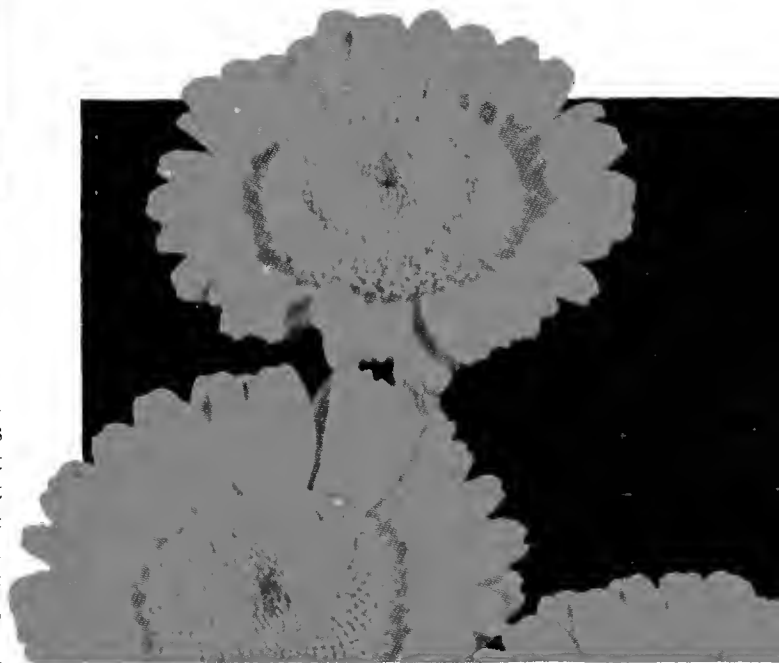
Fireball Sun Rose

Any rock garden enthusiast will be delighted with this fine value. Just imagine, you get 20 choice plants, all different, all fine varieties, and all the finest quality. We refrain from naming these plants because we want to give you the biggest surprise you ever had. Guaranteed to reach you in good growing condition or order refilled free.

20 Surprise Rockery Plants, \$1.89; 40 Surprise Rockery Plants, \$3.57.



Aquilegia Clematiflora



Hardy Marguerite, Gay Adventure

**GAY
ADVENTURE**
(*Anthemis. Sancta
Johannis*)

This new and beautiful flower is so important that we are showing it for a second time on this page. Turn to page 22 and see the whole picture, with description.

PRICES: 45c each; 3 for \$1.10; 6 for \$2.00.



Prices

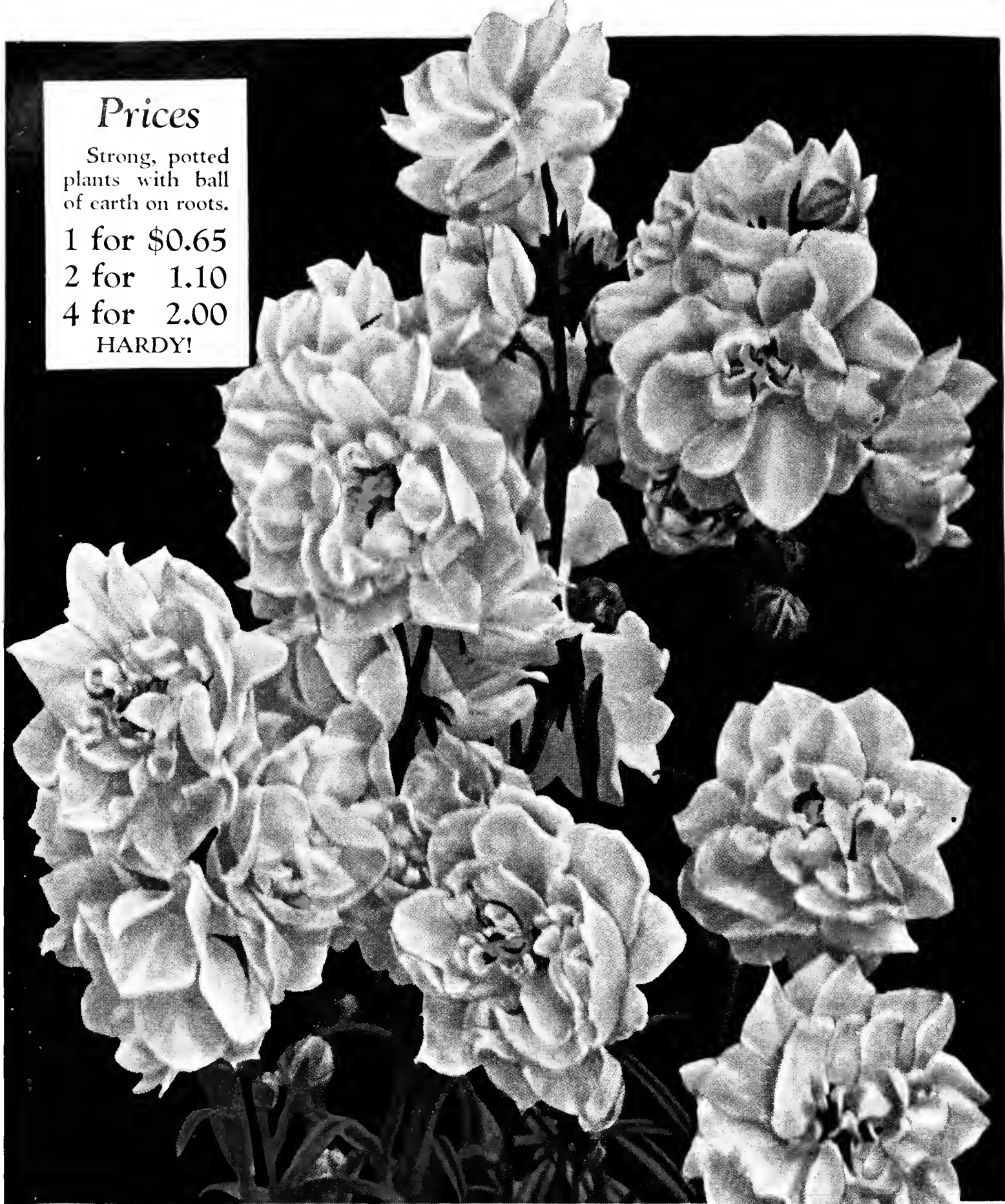
Strong, potted
plants with ball
of earth on roots.

1 for \$0.65

2 for 1.10

4 for 2.00

HARDY!



Campanula "Blue Gardenia"

**4 for
\$2.00**

*Not
related
to Gardenia*

This new hardy Campanula has flowers just like beautiful Gardenias in form, hence its name—one of the most important of recent flower introductions. Color is delicate blue, and flowers occur almost the entire length of the 30-inch-high stems. Five to eight flower spikes per plant. Foliage, beautiful dark green, leathery. Blooms from mid-June to mid-July. Unlike other Campanulas, "Blue Gardenia" is a perennial; blooms year after year without replanting. Last year many were disappointed through late ordering. Send your order early. **PRICES:** 1 for 65c; 2 for \$1.10; 4 for \$2.00.



PRICES
OF
HARDY
FUCHSIA,
SCARLET
BEAUTY

65c
each

3
for
\$1.50

Hardy Fuchsia *Scarlet Beauty*

(*Fuchsia riccartoni*, *Scarlet Beauty*)

(Plant Patent No. 440)

This new plant is so far superior to most others used in the hardy border that we predict an amazing future for it. Hardy Fuchsia Scarlet Beauty blooms during the dry summer months when other flowers are scarce—it fills in from July to early fall with hundreds of beautiful drooping scarlet flowers, often about 500 flowers and buds at a time per plant. The foliage is exceedingly beautiful, too, having a glossy, holly-green beauty from spring until after frosts. Not straggly but very beautifully shaped. Can be trimmed in heights of 15 inches to 3 feet. Fuchsia Scarlet Beauty was the surprise plant of 1940 and will continue to cause amazement for years to come.

Established plants start blooming about July 1st and continue all summer. Grow about 2 feet high first year and reach maximum height (3 feet) third year. Thrive in neutral or just slightly acid soil. Like water but are nevertheless **EXCEEDINGLY DROUGHT RESISTANT** when established. Tops die down during the winter like Buddleias but quickly regain height with the opening of spring. Foliage maintains bright glossy green color until after frost. Should be mulched in fall before heavy freezing begins.

PRICES: Plants out of 3-inch pots, 65c each; 3 for \$1.50.

Now you can have all Double Delphiniums



← King
Arthur

See descriptions and
prices at right

← Guinevere

Summer
Skies →

PRICES

1 for \$0.75

2 for 1.35

4 for 2.50

Your choice
of varieties

These Named Varieties are All Double

Many people have demanded Delphiniums that are 100% double—here they are! Every one of the Delphiniums shown at the left, including Galahad, are guaranteed double or should any of them prove otherwise at blooming time, we will replace with others free of charge. Varieties as follows:

King Arthur

Dark royal violet with black bee as shown in the picture at the left. Individual florets $2\frac{1}{2}$ inches across. An exceedingly fine variety. **PRICES:** 75c each; 2 for \$1.35; 4 for \$2.50.

Summer Skies

Clearest light blue with white bee. Individual florets 2 to $2\frac{1}{2}$ inches across. See the color picture at the left—this tells you more than we can say in words. **PRICES:** 75c each; 2 for \$1.35; 4 for \$2.50.

Guinevere

Light pink-lavender with white bee as shown in color picture at the left. Florets $2\frac{1}{2}$ to 3 inches across. Very large spikes. **PRICES:** 75c each; 2 for \$1.35; 4 for \$2.50.

Galahad

This is the white Delphinium shown in the picture at the left. Sorry we didn't have room to show this in color, but you can count on it for beautiful scintillating effects—just like sunlight dancing on the snow. Very, very beautiful. Florets 2 inches across. **PRICES:** 75c each; 2 for \$1.35; 4 for \$2.50.

All of the Delphiniums above are very strong and straight, and spikes well loaded with blooms. All exceedingly hardy.

IMPORTANT!

Do not confuse the Pacific Delphiniums at right with the 100% Double Delphiniums at left. The Pacific Delphiniums are 65% to 75% double, but are not all double. Pacific Delphiniums (at right) will be mixed colors—we cannot allow color choice.

8

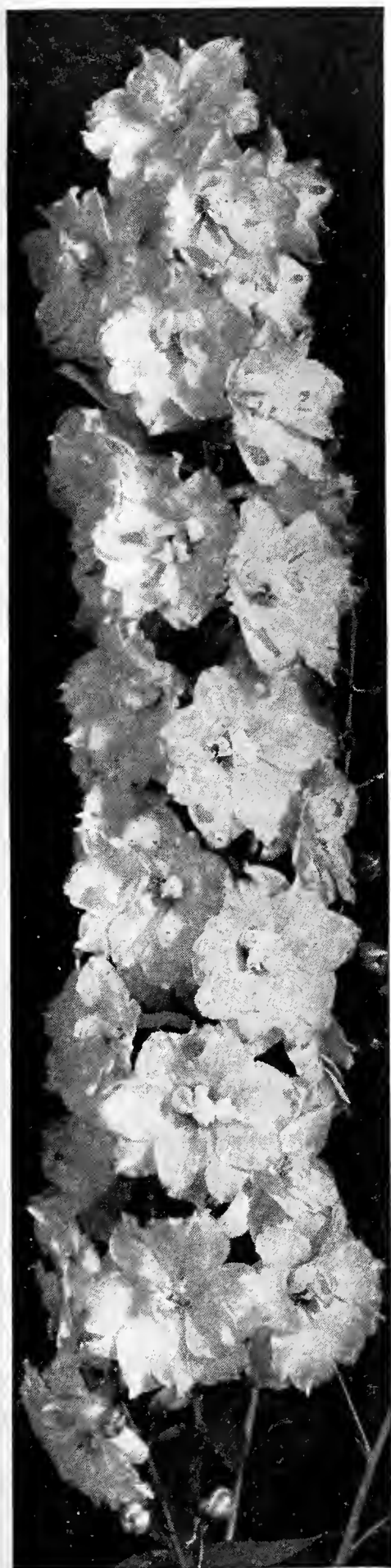
Pacific

Delphinium

\$2.00

MIXED

Doubles, semi-doubles and singles in wide color range from light blue to dark blue and purple. Two-thirds or more will be double. **PRICES:** 4 for \$1.15; 8 for \$2.00; 16 for \$3.85.



Galahad



Hollyhock Delphiniums

5 Hollyhock Delphiniums \$1

Tall growers, 6 or 7 ft. Spikes massive. Shades of blue, old rose, pink, lavender, and purple; double and semi-double flowers. Bloom June-July and later. Plant 18 in. apart. Mixed colors only. Full sun, rich, well-drained soil. **PRICES:** 30c each; 3 for 72c; 5 for \$1.00.

Other Delphiniums

BELLAMOSA DELPHINIUMS. Dark blue. Grows 3 to 4 ft. high, spread 12 in. Blooms June-July. Hardy. Full sun, rich, well-drained soil. Fond of lime or wood ashes. Plant 12 to 15 inches apart. **PRICES:** 30c each; 3 for 72c; 5 for \$1.00.

CHINESE DELPHINIUMS. Gentian-blue flowers; fernlike foliage, 2 to 3 ft. high. Blooms June-Sept. Full sun, rich, well-drained soil. Plant 15 in. apart. **PRICES:** Field-grown, 30c each; 3 for 72c; 5 for \$1.00.

CLIVEDON BEAUTY DELPHINIUMS. Beautiful light blue. Spikes tall and blooms large. Height 3 to 4 ft. Blooms June-July and later. Full sun, rich, well-drained soil. Fond of lime or wood ashes. Plant 12 to 15 in. apart. **PRICES:** 2-yr., field-grown plants, 30c each; 3 for 72c; 5 for \$1.00.

LAMARTINA DELPHINIUMS. Deep indigo-blue. Blooms mid-June to mid-October or longer. 3 to 4 ft. tall. Full sun, well-drained soil. Plant 12 to 15 in. apart. **PRICES:** 30c each; 3 for 72c; 5 for \$1.00.

8 Pacific Hybrid Delphiniums (Pacific Hybrids) \$2.00

This offer is the same as on the preceding page (page 35). We repeat it, because it is our best Delphinium value. The Doubles in this collection are just like those shown in color on page 34, but the colors may vary. About two-thirds or more will be Doubles. If you order 8 Pacific Delphiniums at \$2.00, and get 5 Doubles, you have a \$3.12 value in doubles per prices on color page (page 34). We cannot allow choice of colors as these are hybrids. **PRICES:** 4 for \$1.15; 8 for \$2.00; 16 for \$3.85, strong field-grown plants.



Often gets
to be 12" to
14" across.

Mrs. George Le Boutellier

A Beautiful Red Dahlia

Prices

1 for	\$1.00
2 for	1.85
4 for	3.50

Here is a giant deep crimson Dahlia for you. Blooms average 10 to 12 inches across, and are beautiful in shape as shown above. Note the fine shading on the petals. One of these Dahlias alone makes an elegant sight with its deep, deep red color and fine form. Very healthy, strong and vigorous. A Dahlia that will win prizes for you at the shows. All Dahlia enthusiasts should have Mrs. George Le Boutellier. Prices: \$1.00 each; 2 for \$1.85; 4 for \$3.50. Strong roots.

4 Shaggy \$1.00 Monsters

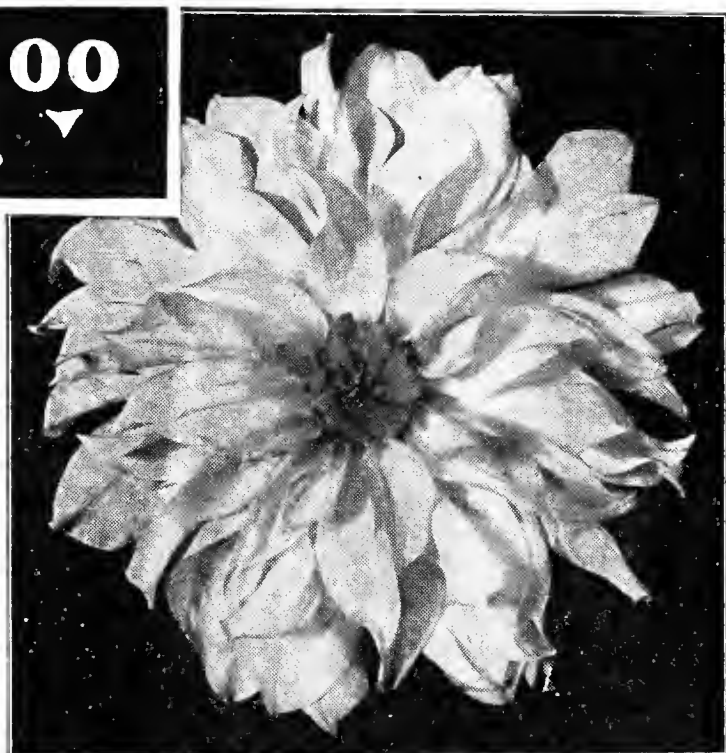
THE COMMODORE. A great shaggy, mammoth, 12- to 14-inch Dahlia of purest clear lemon-yellow. Prolific bloomer. Medium height. Does well anywhere. PRICES: 45c each; 2 for 79c; 4 for \$1.37.

MONMOUTH CHAMPION. Brilliant orange-flame blooms borne very freely on strong, vigorous plants. Enormous size. PRICES: 27c each; 4 for 89c.

JERSEY'S MAMMOTH. Wonderful informal decorative Dahlia with mammoth mahogany-brown and gold blooms and long, strong stems; a vigorous plant. PRICES: 27c each; 4 for 89c.

KEMP'S WHITE WONDER. The finest of all pure white Dahlias. Giant, informal decorative blooms produced in great profusion. PRICES: 50c each; 4 for \$1.45.

Don't miss this bargain—one root each of the above for \$1.00.



Now! An Everblooming Dahlia **EASTER GREETING**

Dahlia, Easter Greeting, starts blooming at least four weeks ahead of the regular Cactus type Dahlias and continues to bloom until freezing weather. The blossoms are pure white Cactus type as shown, with pretty apple-green at the base of the petals. Looks beautiful in your garden and **it is fine for cut flowers, too.**

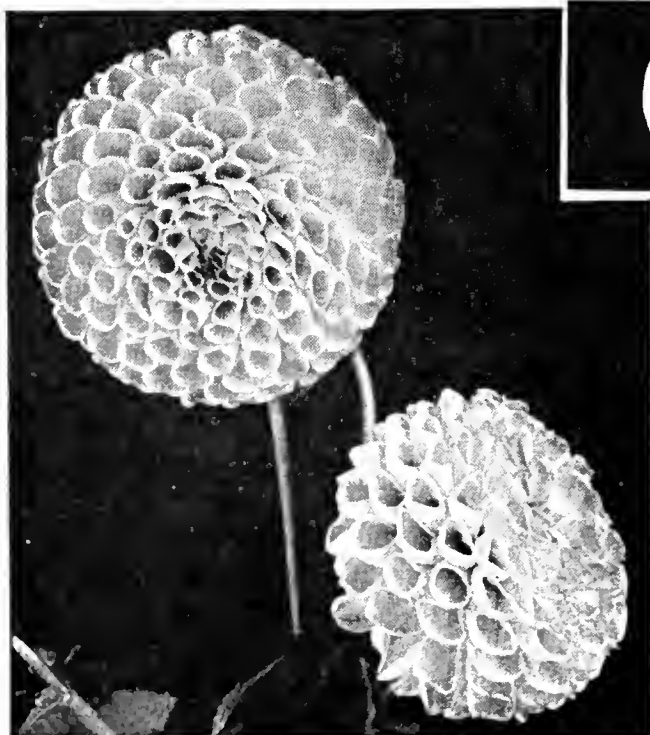
Foliage really pretty—not coarse and large like other Dahlias. Leaves are only about 2 by 3 inches in size.

Low in height—seldom grows over 3 feet tall.

Give Dahlia, Easter Greeting, plenty of space to develop, and plant it in full sun. We ship strong roots.

PRICES

Strong roots,
65c each; 2 for \$1.00;
4 for \$1.85.



6 Pompon \$1.00 Dahlias

Pompon Dahlias are the little dandies of Dahlias. They are delightful little balls of beauty seldom over 2 inches across and very fine and regular in shape. They are growing more and more popular and you should have this collection. You get one each of the following fine varieties.

AMBER QUEEN. The finest amber and orange pompon.

BOBBY. Plum colored or purple-maroon.

RED INDIAN. Deep coral-red.

ROSA WILMOUTH. The best pink.

SNOWCLAD. White.

YELLOW GEM. Light yellow.

For only \$1.00 we send you one root of each or you may make your own choice, 12 for \$1.85.

New! Entirely Different!

Dahlia Dream Beauty



We would show this amazingly beautiful Dahlia in color, were it not for the fact that color would stimulate sales far beyond our supply of roots. As it is, only those few who are able to picture its beauty in their minds will have Dahlia Dream Beauty for 1941.

The form of the blossoms is shown in the picture, but the coloring of Dream Beauty is all its own. Really, the petals are a bright crimson, with a stripe of white starting at the tip of the petals and penetrating half way or more towards the base. This gives a very striking harlequin effect to the Dahlia. The flowers are huge, often reaching sizes 12 to 14 inches across. It is a Decorative type, and one that will surely win prizes for you.

We have made the price of Dahlia Dream Beauty just as low as possible considering the exceedingly small supply.

PRICES: Strong roots, 1 for \$1.85; 2 for \$3.50.

Kellogg's All Star Collection 95¢ 1 each of the five Dahlias below

JERSEY'S BEAUTY. A great fluffy ball of beauty—soft yellow under-tint beautifully streaked with rosy shades of mauve. **PRICES:** 27c each; 4 for 89c.

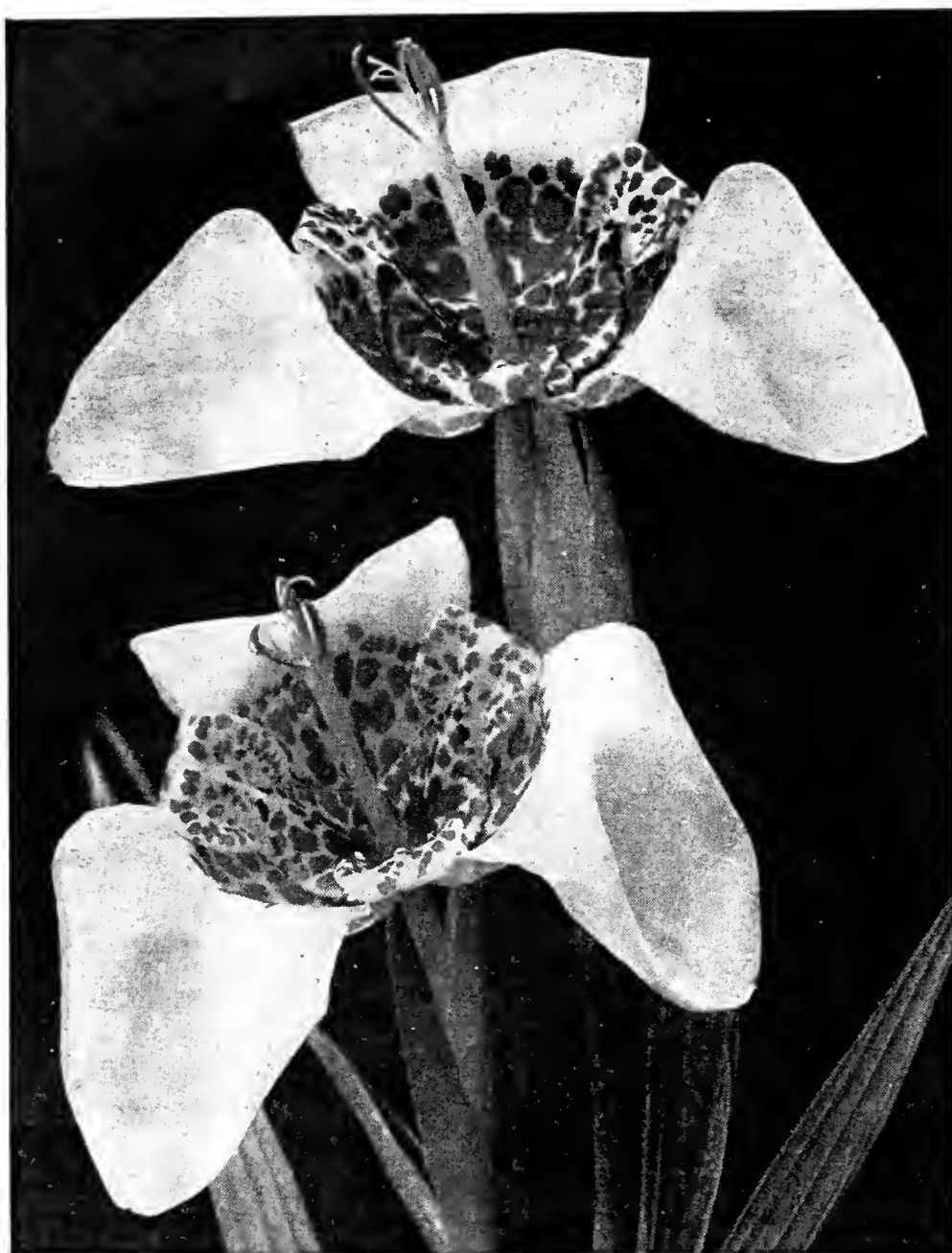
JANE COWL. Shades of orange, salmon, rosy pink and yellow, blending in the most delightful fashion. 8 in. **PRICES:** 27c each; 4 for 89c.

MRS. I. DE VER WARNER. Soft wisteria streaked violet. **PRICES:** 20c each; 4 for 67c.

PRIDE OF CALIFORNIA. A large, thick flower of dark crimson; shades to almost maroon at the center. **PRICES:** 20c each; 4 for 67c.

SAGAMORE. Large flowers of true Decorative form; color golden yellow, shaded orange-buff. **PRICES:** 25c each; 4 for 75c.

Don't overlook this bargain—send us only 95c and we will send you one each of these All Star Dahlias.



10 Tiger Flower

(*Tigridia*)

\$1.35
20
for
\$2.50

A Brilliant
Display of
Flaming
Color

The petals of red *Tigridia* are the most brilliant and eye-striking red you ever saw and they droop in fascinating fashion from the edges of shallow cup-shaped centers. These centers are brilliant inside, spotted with great fiery splashes of red. Nature has, indeed, here produced a masterpiece of coloring that human genius can never hope to equal. The beauty of *Tigridia* is robust and full of vitality. It will fascinate every true lover of color. Blooms all summer.

But not all of the flowers are red. Some are a brilliant, beautiful warm yellow, some white, some pink; and these, appearing here and there among the reds, make a beautiful effect in your garden. These bulbs are hybrids and come only in the mixed. For best results order at least ten. Plant them in a group and you will have a beautiful display.

Grow 2 to 3 feet high. Planting distance, 8 to 10 in. Bloom all summer. Need well-drained soil, full sun.

Cultural Note: *Tigridia* bulbs are handled exactly the same as gladiolus bulbs. Plant them about the same depth and take them up in the late fall, then replant in the spring after all danger of heavy freezing is over.

PRICES: 10 for \$1.35; 20 for \$2.50, mixed colors as stated above.

SPECIALS

THAT SAVE
YOU MONEY!

On Azaleamums, Golden Glorymum and Santa Claus

On the following pages you will find descriptions and pictures of the most marvelous flowers ever originated—Golden Glorymum, Santa Claus and four varieties of Azaleamum. These plants become completely covered with flowers sometime in August and continue blooming that way until stopped by frost—hundreds and hundreds of blossoms on one plant at one time. You will surely want some of these marvelous plants.

Here are some special offers that will save you money. Friends and neighbors will exclaim at the beauty of Azaleamums and Glorymums in your garden. Don't omit them from your order.

4 Azaleamums

These are the 4 favorites. Thousands of people have found them beautiful. This group gives you one each of them as follows:

\$2.05

- 1 Magic White Azaleamum\$.65
- 1 Bronze Beauty Azaleamum65
- 1 Cameo Queen Azaleamum65
- 1 Golden Wonder Azaleamum .. .65

Total Value\$2.60
Special Price only 2.05

Glorymum and Santa Claus Special

Turn the page for beautiful color pictures. You get two plants of each as follows:

- 2 Golden Glorymums\$1.15
- 2 Santa Claus 1.75

Total Value\$2.90
Special Price\$2.30

All 6 \$3.15

If you want the complete color range, order this collection. You get:

- 1 Magic White Azaleamum\$.65
- 1 Bronze Beauty Azaleamum65
- 1 Cameo Queen Azaleamum65
- 1 Golden Wonder Azaleamum65
- 1 Santa Claus 1.00
- 1 Golden Glorymum65

Total Value\$4.25
Special Price 3.15
You save \$1.10 by buying this collection.

Dazzling Dozen

This special gives you the biggest value of all. You get two each of each variety of Azaleamums, Santa Claus and Golden Glorymum as follows:

\$5.65

- 2 Magic White Azaleamums\$1.15
- 2 Bronze Beauty Azaleamums 1.15
- 2 Cameo Queen Azaleamums 1.15
- 2 Golden Wonder Azaleamums 1.15
- 2 Santa Claus 1.75
- 2 Golden Glorymums 1.15

Total Value\$7.50
Special Price 5.65
You save nearly \$2.00.

Free!

\$1 Value

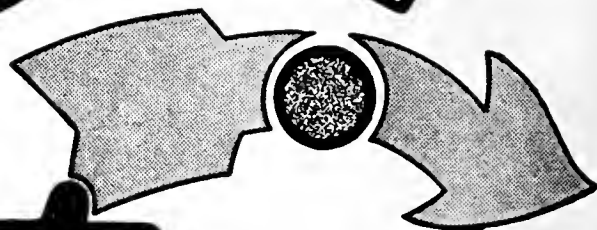
With every \$5.00 cash value that you order, you may select an extra \$1.00 value without extra charge—plants same identical quality as you get by paying cash—covered by our same liberal guaranty. See the light-green tinted pages in the front of the book for the full offer, opposite page 10.



Beautiful Chrysanthemums that bloom in the summer — continue 'til frost — hundreds of blooms, like Azaleamums. See pages 82A and 82B.

New!

Santa Claus



\$1.00 each
2 for \$1.75
4 for 3.00
6 for 3.97

THE red picture at the right is Santa Claus, all loaded with hundreds of beautiful presents—presents of beautiful flowers for you! Each Santa Claus flower is a beauty. They are beautiful dark red in color, even prettier than the picture, and are beautiful in shape and large in size—usually 2½ to 3 inches across, sometimes more. A pretty tuft of small petals in the center opens up and displays a delightful contrasting shade of gold.

BLOOMS EARLY

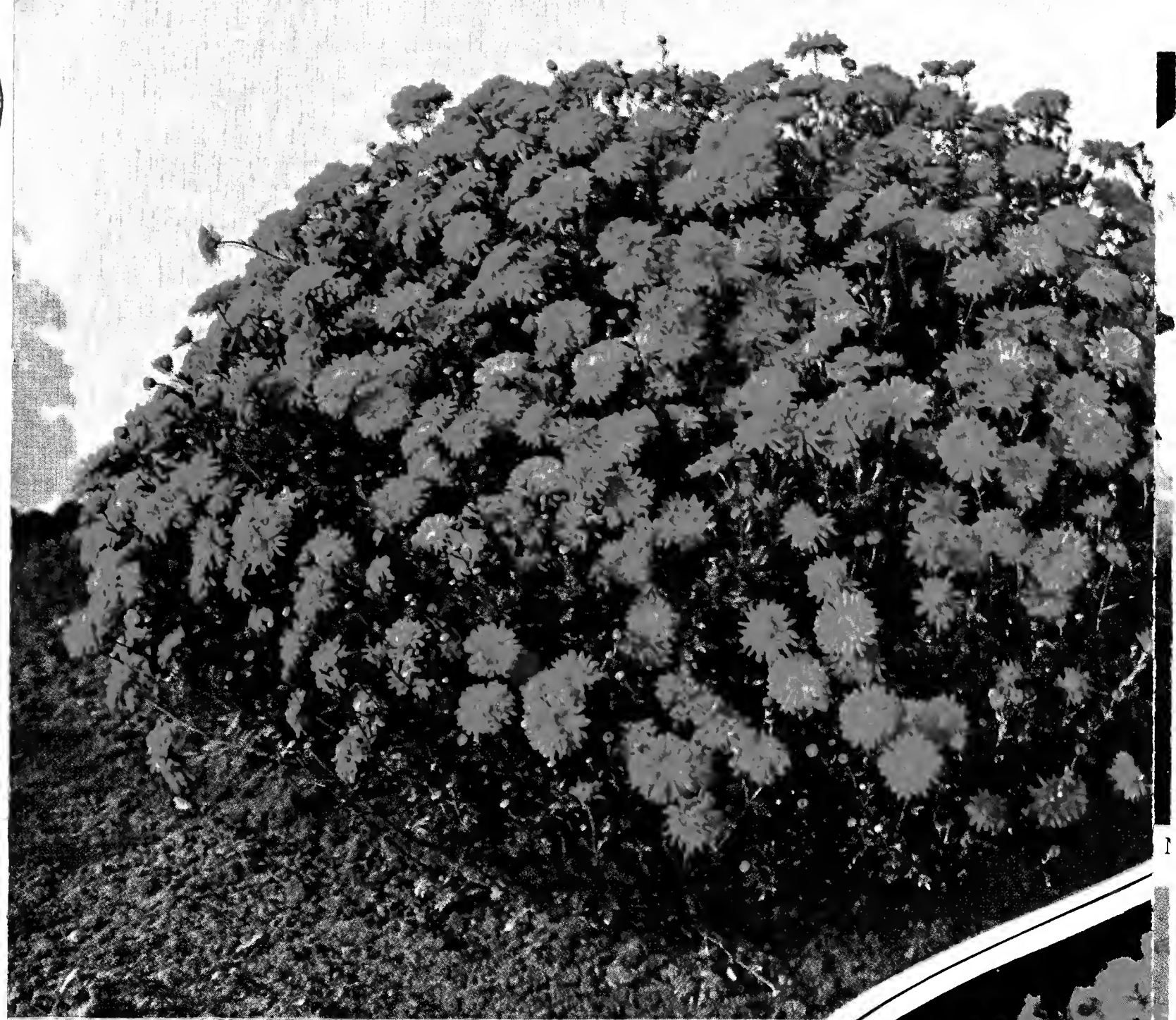
SANTA CLAUS usually starts blooming some time during August and continues until stopped by frost, but it takes a good frost to stop Santa Claus. Santa Claus is probably injured less by frost than any other flower of its type. Often new blossoms open from buds after frost.

HARDY PERENNIAL

SANTA CLAUS is similar in shape and quantity of blossoms to Azaleamums and Glorymums but grows somewhat taller and is **ONE OF THE MOST HARDY OF ALL**. In fact, it is exceedingly hardy and easy to grow.

PRICES: \$1.00 each; 2 for \$1.75; 4 for \$3.00; 6 for \$3.97. Pot grown plants.

Convenient index on pages 4 and 5.



SANTA CLAUS—from a small potted plant to this dazzling beauty in just four months—full display first season.

ON September 24, 1938, the plant above was 32 inches high, 48 inches across, and 132 inches around. We sincerely believe there were at least 2000 buds and flowers on the plant—a conservative estimate. **Prices:** \$1.00 each; 2 for \$1.75; 4 for \$3.00; 6 for \$3.97. Strong plants out of pots with ball of earth on roots.

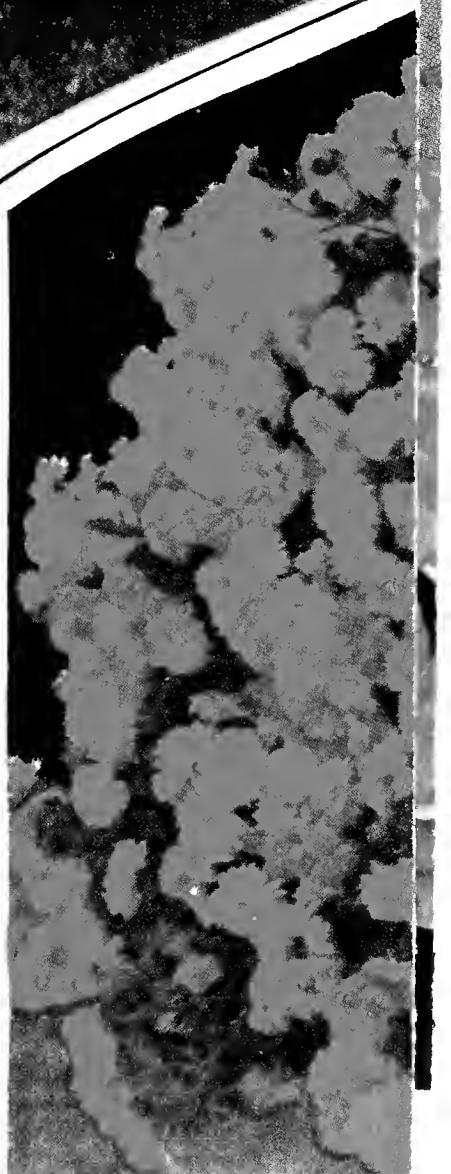
Golden Glorymum



U. S.
Plant
Patent
No.
251

**BEAUTIFUL
BLOOMS!**

FEW flowers are finer than Golden Glorymum. Color is rich golden yellow shading to golden orange at the center (the picture does not show this half well enough). Beautiful in shape. One of the most beautiful flowers grown. Just imagine a whole plant completely covered with these large 2- to 3-inch flowers!

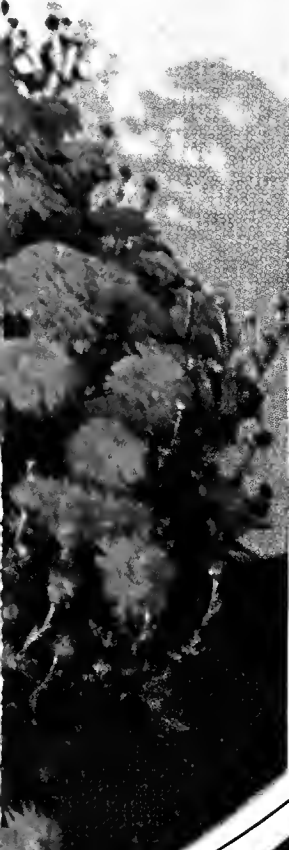


GOLDEN GLORYMUM
PRICES:

65c each

2, \$1.15 3, \$1.60

6, \$3.00

Strong, pot-grown plants
with ball of earth on roots.**Golden**
TRADE MARK**Glorymum**
U. S. Plant Patent
No. 251**Santa
Claus**


Picture shows
the beautiful
coloring of Santa
Claus in late
September. Ear-
lier, many
blooms are a
brilliant, glori-
ous yellow. Col-
or changes to red
with yellow cen-
ters, as shown,
in September.

Each \$1.00

2 for 1.75

4 for 3.00

6 for 3.97

IMPORTANT! You should have
both Golden Glorymum and Azalea-
mum Golden Wonder. The colors
are different. Golden Glorymum is rich golden yellow.
Golden Wonder is lemon-yellow.

HERE'S beautiful golden yellow for you in rich masses so
amazing you can hardly believe your eyes. Golden Glory-
mum produces a huge plant 3 to 4 feet across just like Azalea-
mums and every bloom is a marvel of beauty, delightful in
bouquets. Just imagine the amazing display! We have seen
over 2000 blossoms by actual count on one plant. You can
cut all you wish for bouquets and still have plenty in your
garden. Can't you imagine the excitement it is going to create
among all who see it growing for you! **Prices of Golden Glorymum:**
65c each; 2 for \$1.15; 3 for \$1.60; 6 for \$3.00. Strong, pot-grown
plants with ball of earth on roots.

**HUNDREDS OF FLOWERS
FIRST YEAR!**

GOLDEN GLORYMUM hardly
seems real, its beauty is so unusual.
Flowers are produced hundreds at a time,
like great masses of glittering gold.
Everyone will ask where you got it and
what is its name. **Golden Glorymum** is
a startling contrast to any other flower,
a gorgeous display that will make every-
one marvel. **Plant Patent No. 251.**

PRICES: Strong, pot-grown plants
with ball of earth on roots, 65c each;
2 for \$1.15; 3 for \$1.60; 6 for \$3.00.

The word "Azaleamum" is a trade mark and must not be used by any other firm or individual. The White, Bronze and Yellow varieties are patented and must not be

propagated for sale. Pictures are copyrighted and must not be used for sale purposes by any other firm or individual.

Azaleamum

TRADE MARK

Azaleamum startled and amazed the flower world when first introduced in 1933. It has now become famous all over the United States and in many foreign countries. It will bring exclamations of wonder and delight from all who see it in your garden.

IMPORTANT! You should have both Golden Glorymum and Azaleamum Golden Wonder—the colors are different. Golden Glorymum is rich **golden yellow**. Golden Wonder is **lemon-yellow**.

600 BLOSSOMS TO A PLANT

or more—many customers say over a thousand—a few have had over 2000. That is what the marvelous Azaleamum will do for you. The large picture at the right shows the Pink Azaleamum (Azaleamum Cameo Queen) in full bloom. There are also White, Bronze and Golden Yellow as shown by the blossoms at the far right.

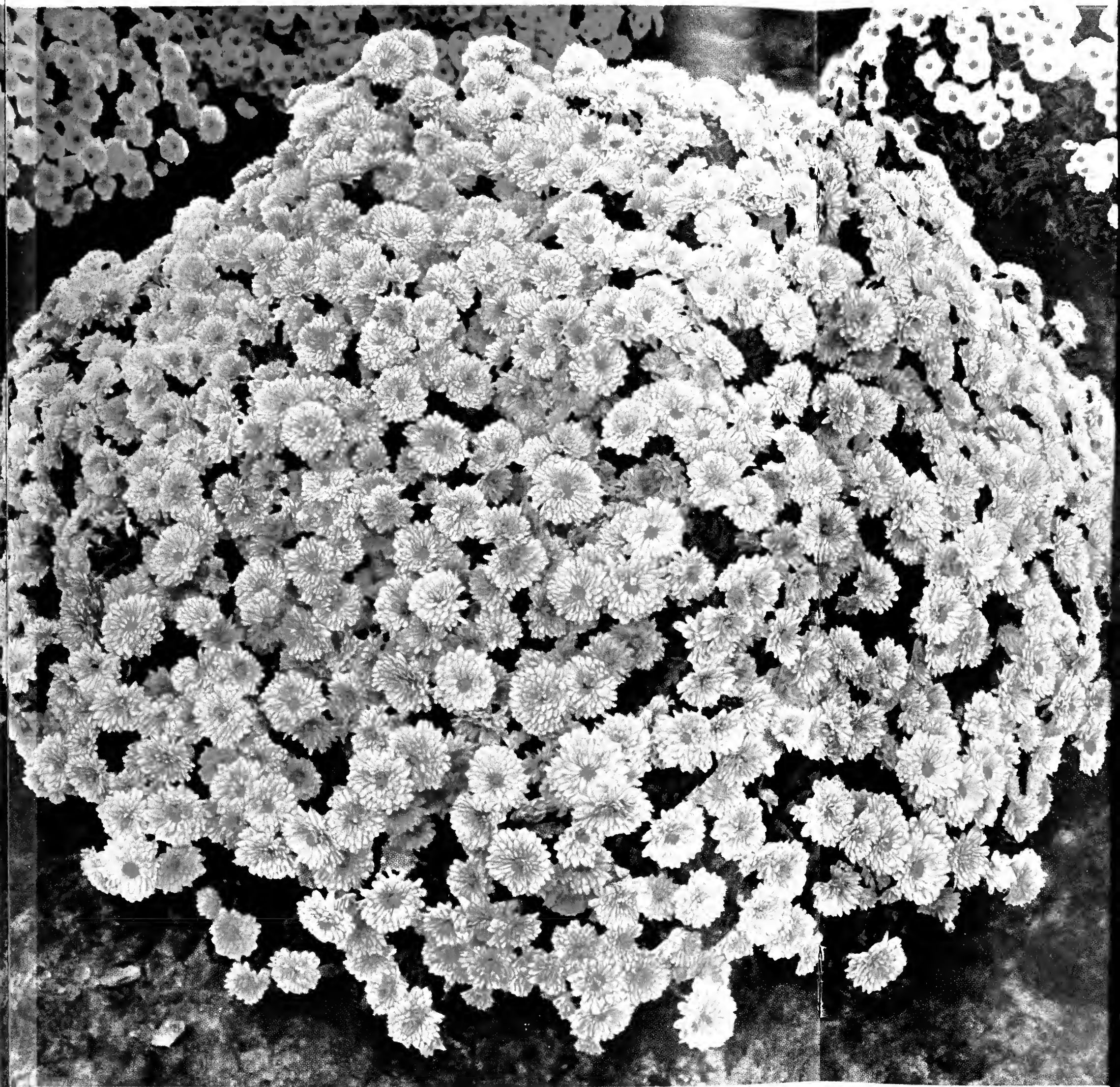
Each color blooms just like the Pink—hundreds and hundreds of blossoms—a glorious mass of color.

No other flower will compare with Azaleamum in quantity and beauty of blooms. If you should have only a dollar or two to spend on flowers, buy Azaleamum, for Azaleamum gives you more flower value for your money than any other plant you can buy.

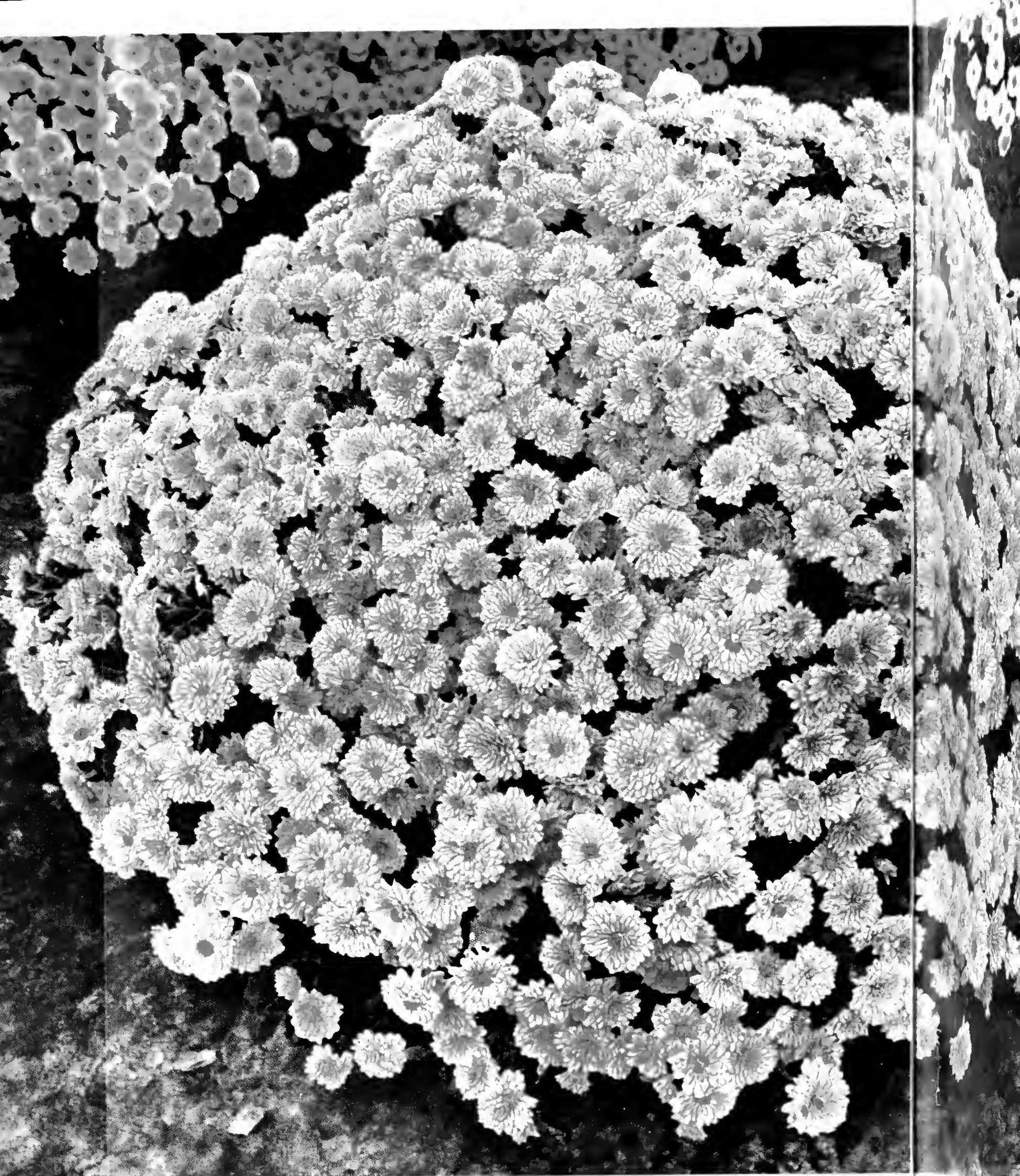
The abundance of blossoms is almost unbelievable Plants, although as small as any other perennial when first planted, reach the size of a large old-fashioned washtub or larger by September the first year, and are completely covered with beautiful flowers, a huge mound of loveliness. No plant has ever more satisfactorily fulfilled the hopes of customers.

ORDER NOW! Don't delay in sending your order for we have only a limited supply of these beautiful flowering plants. Thousands of people will rush their orders to us immediately and you too must rush yours or you will be disappointed.

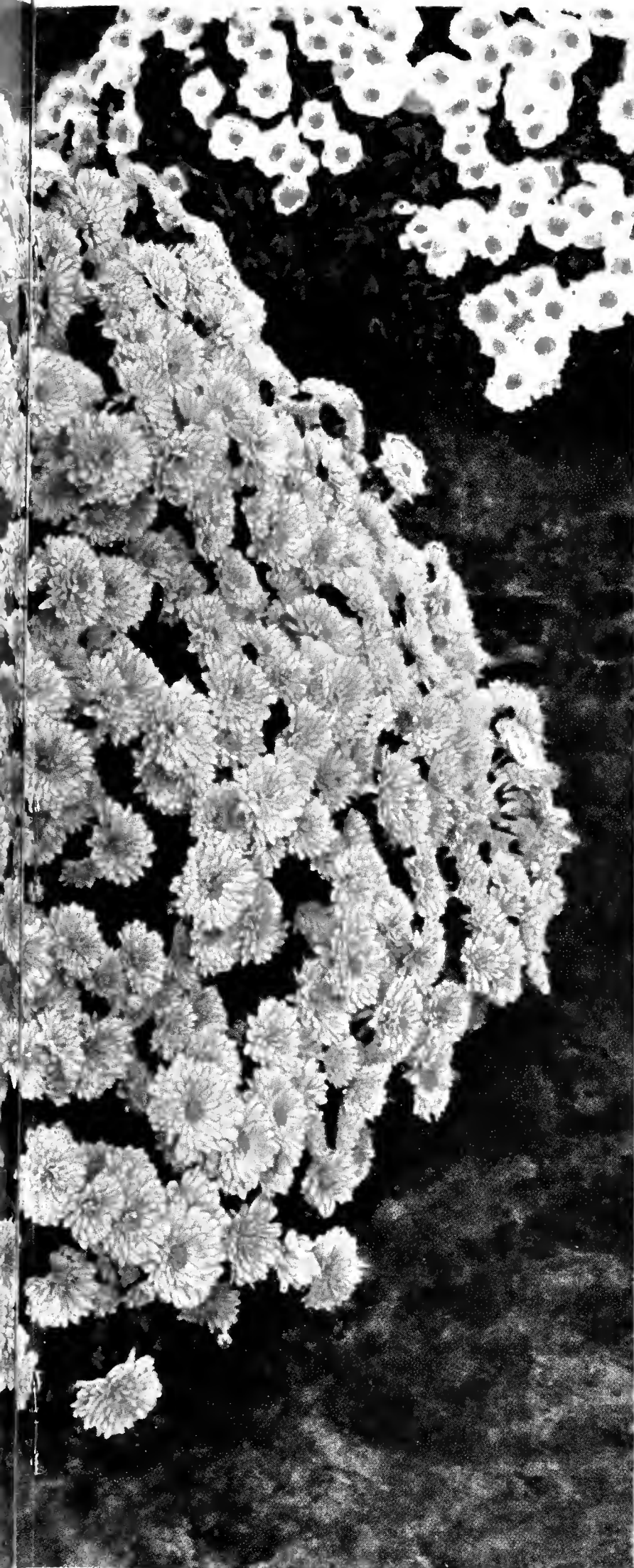
PRICES: Strong pot-grown plants, 1 for 65c; 2 for \$1.15; 3 for \$1.60; 6 for \$3.00.



The picture above shows a Pink Azaleamum in full bloom. The White, Bronze and Golden Yellow all bloom just like the Pink Cameo Queen above. The only difference is in the color. See the blossoms at the right for color.



The picture above shows a Pink Azaleamum in full bloom. The White, Bronze and Golden Yellow all bloom like the Pink Cameo Queen above. The only difference is in the color. See the flowers at the right

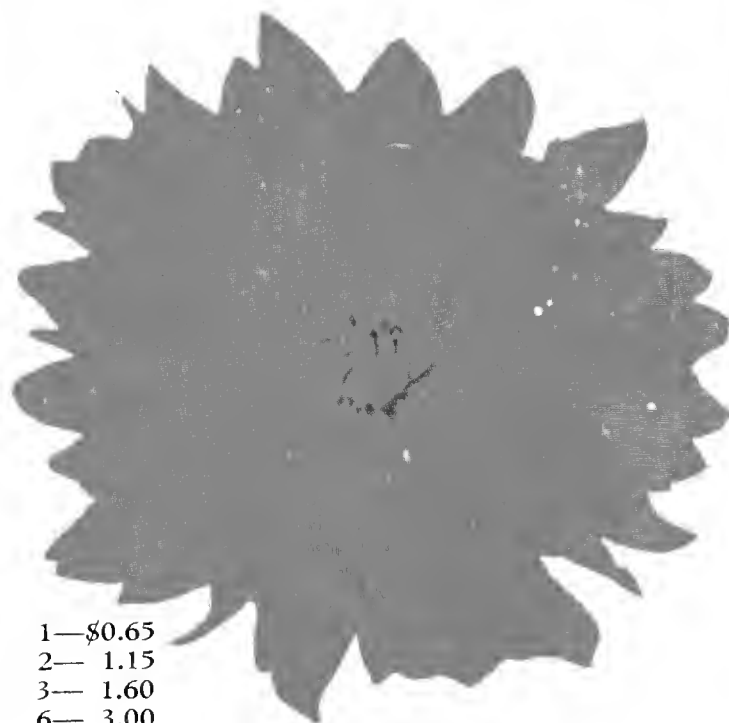


Comes in

Below are blossoms from each of the four colors of Azaleamum. Each one blossoms in huge abundance just like the Pink at the left. Order eight at the bargain price of \$3.55 as indicated at the right and you will have a marvelous display of loveliness.



AZALEAMUM, MAGIC WHITE. (Plant Patent No. 204.) Really one of the most beautiful flowers you ever saw. Blossoms first open a very delicate pink, then as they become fully open this turns to white with faint yellow center, giving the effect of a beautiful snowdrift tinged with the rays of the setting sun when plant is in full blossom. Every garden should have the White Azaleamum. **HARDY!**



- 1—\$0.65
- 2— 1.15
- 3— 1.60
- 6— 3.00

and Golden Yellow all bloom just
blossoms at the right for color.

FOUR COLORS

\$3.55
for



Send us only \$3.55 and we will send you **two** each of the four colors shown here — 8 in all — total value \$4.60. You pay only \$3.55.

- 1—\$0.65
- 2— 1.15
- 3— 1.60
- 6— 3.00

AZALEAMUM, BRONZE BEAUTY. (Plant Patent No. 205.) The beautiful feature of this plant is the way the flowers appear in a variety of beautiful bronze shades. First they are warm, rich, red-bronze which soon turns to a bronzy yellow with red-bronze center, giving a delightful effect; then later the flowers lighten to a beautiful golden shade. All these colors are on the plant at one time, giving the most beautiful effect you can imagine. Later all the flowers turn to bronzy yellow. **HARDY!**

POTTED PLANTS. All Azaleamums are grown in 2 1/4-inch pots and come to you with a ball of earth on the roots. Easy to plant!

AZALEAMUM, GOLDEN WONDER. (Patent applied for.) Azaleamum Golden Wonder is the newest of the Azaleamums. Flowers are beautiful golden yellow as shown and are produced in great masses just like the Pink Azaleamum at the left. Plant grows 3 to 4 feet across and 1 1/2 to 2 feet tall. Hundreds of blossoms open at one time. Starts blooming usually in August and continues until frost. **HARDY!**

BOTANY
Azaleamums belong to the Chrysanthemum family but have a peculiar habit of growth similar to that of Azalea, hence their name.



- 1—\$0.65
- 2— 1.15
- 3— 1.60
- 6— 3.00

AZALEAMUM, CAMEO QUEEN. The pink Azaleamum has lost none of its glory in spite of the three new colors now offered you, and every order should include at least one of these beautiful plants. Flowers open deep orchid-pink, then change to light orchid with creamy center, finally salmon-pink with soft yellow center. Has a record of nearly 3,000 flowers on one plant first year. **HARDY!**

Hardy!

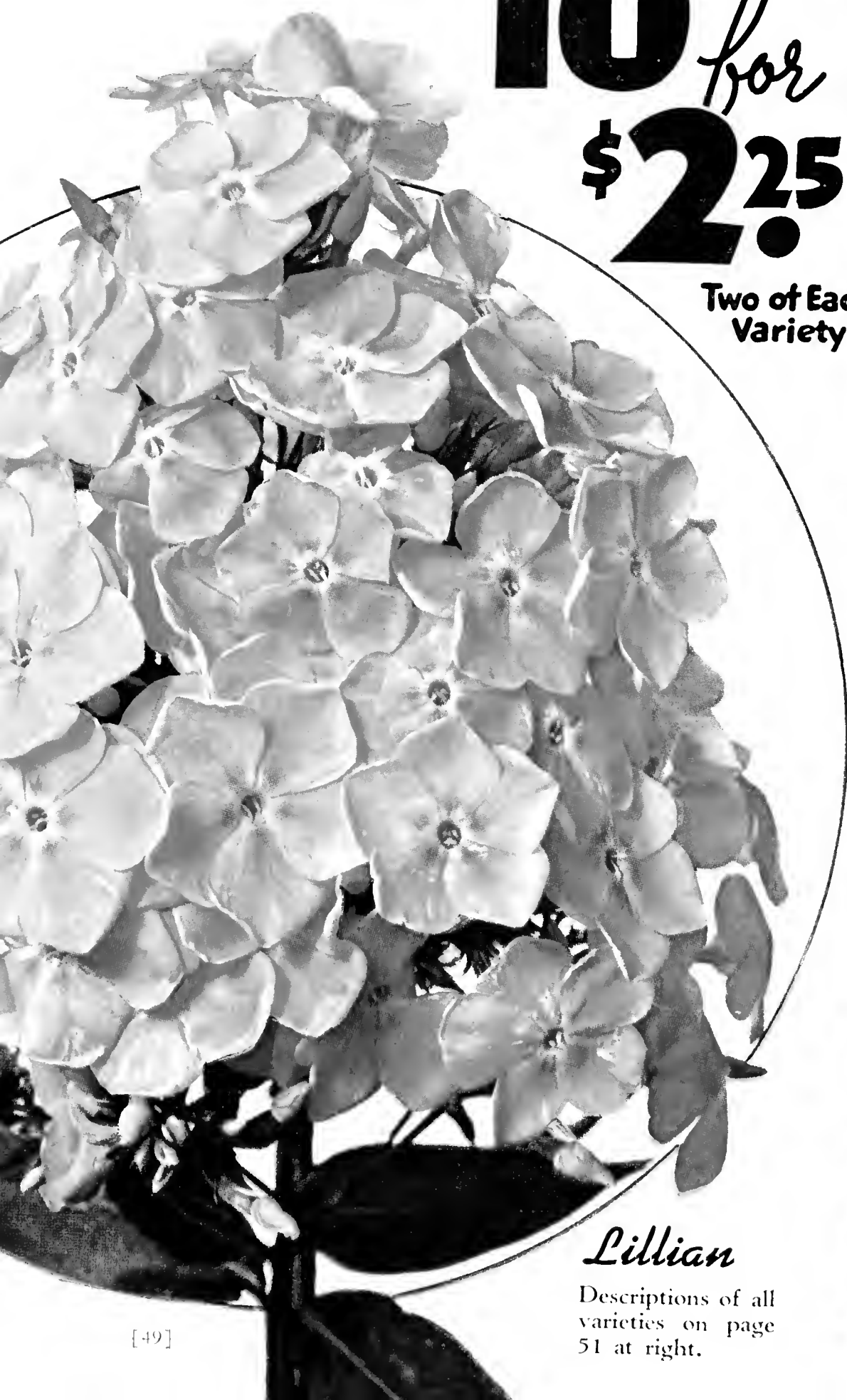
All Azaleamums and Glorymums are hardy perennials—live through the winter—even more blossoms the second year than the first.

R. M. Kellogg Company
Three Rivers, Michigan

Kellogg's **5-STAR** **Phlox Collection**

10 *for*
\$2.25

**Two of Each
Variety**

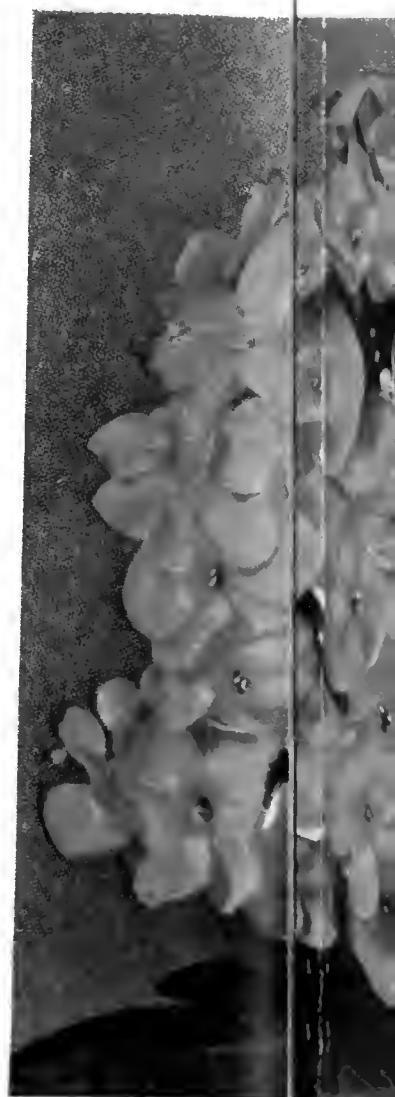


Lillian

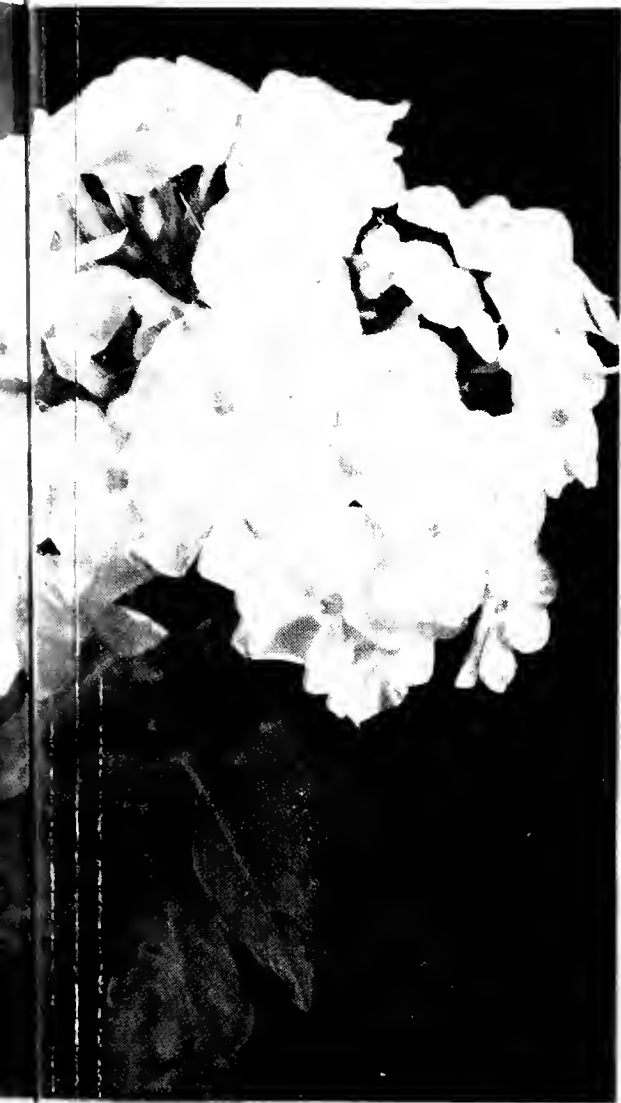
Descriptions of all
varieties on page
51 at right.



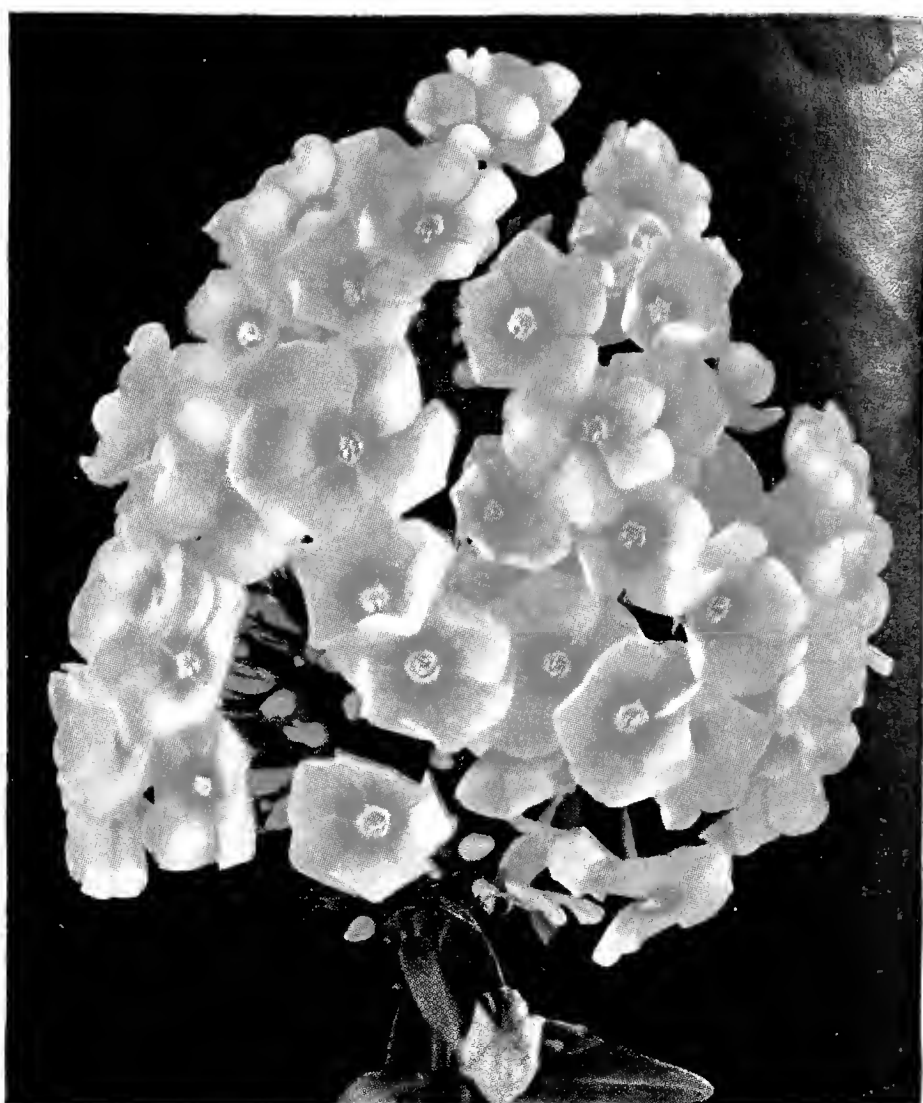
Moonlight



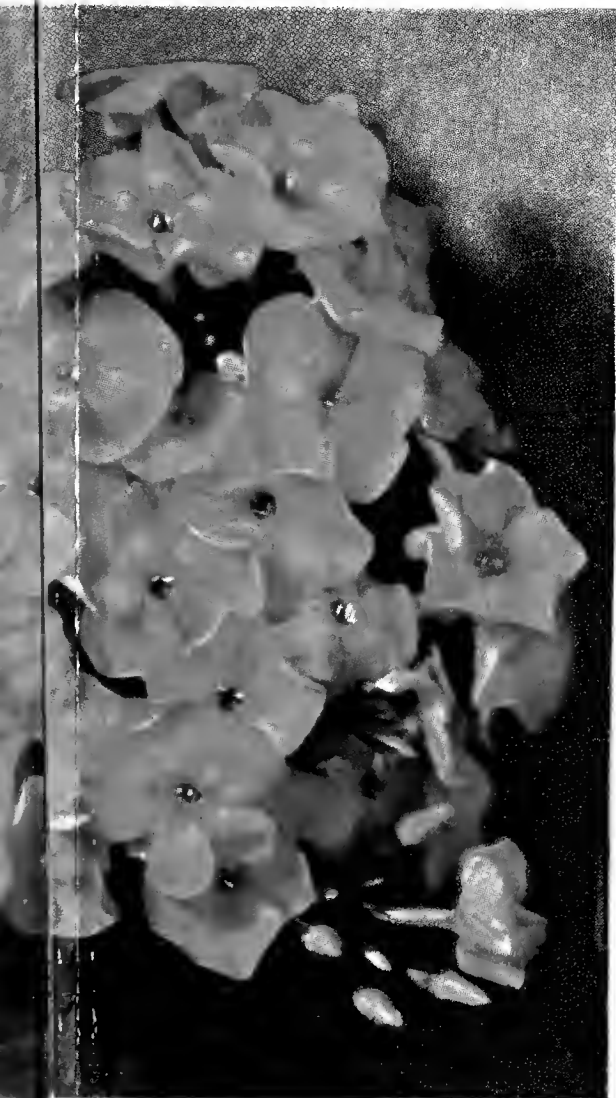
Salmon Glow



Moonlight Dream



Daily Sketch



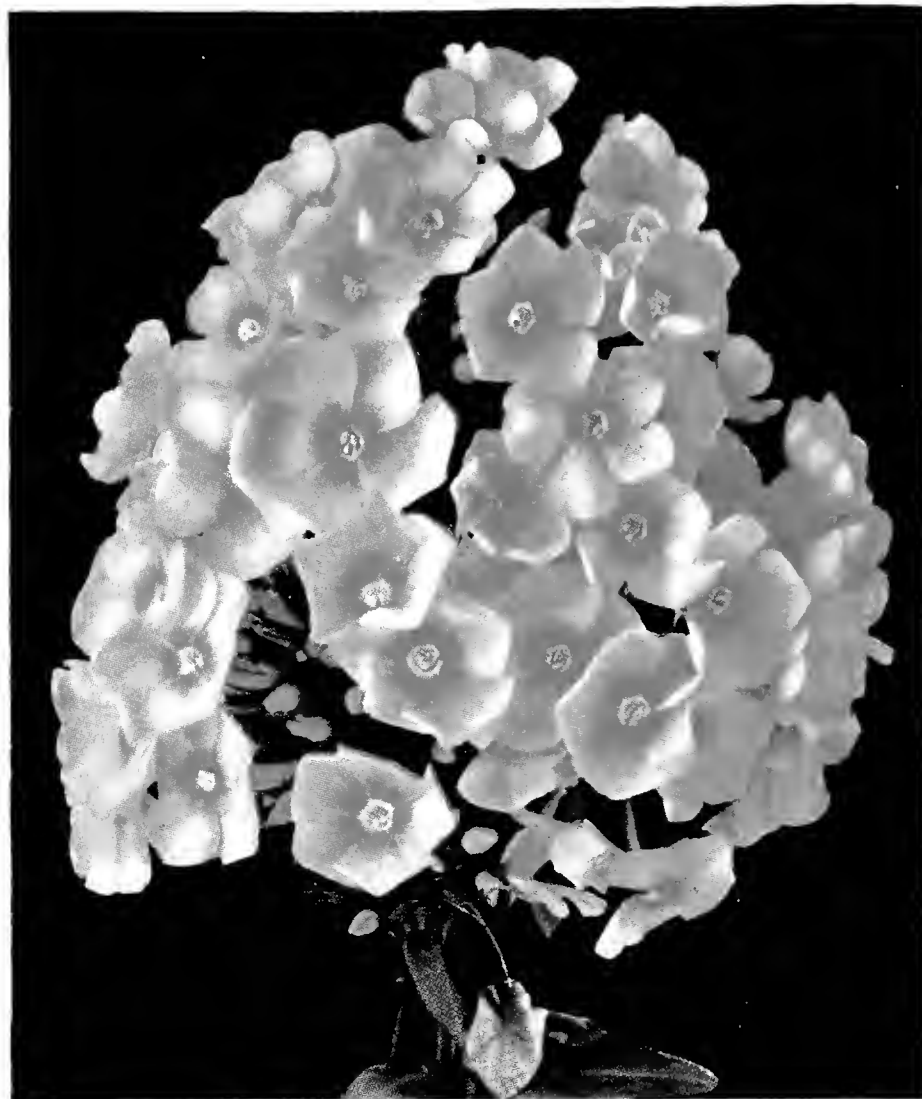
Salmon Glow



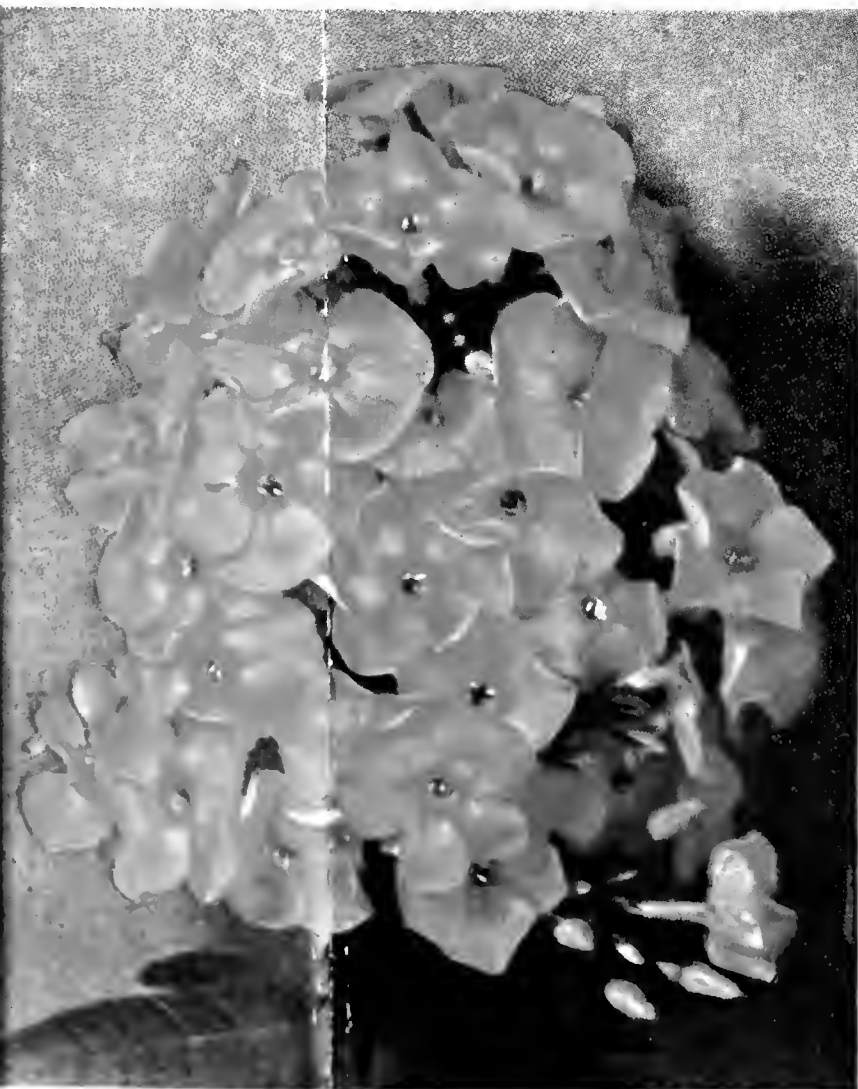
Africa



Moonlight Dream



Daily Sketch



Salmon Glow



Africa

Kellogg's Five Star Phlox

The five Phlox shown at the left are the outstanding varieties of today. For vigor, productivity, and beauty they cannot be surpassed.

Prices: Any of the five, 1 for 35c; 3 for 90c; 5 for \$1.25; 10 for \$2.25; 20 for \$4.35.

Lillian

What a charming color combination! Rich salmon-pink with pretty bluish eye. Very unusual. Very compact flower head and beautiful florets. Very robust grower with plenty of vitality. Often 12 to 15 flower spikes per plant, massive display. Grows 2 to 3 feet high. Very hardy. Fine for cutting. Prices above.

Moonlight Dream

This Phlox is very well named. It is pure white with faint apple-green in the center, giving a bewitching moonlight effect. Plant is very healthy, strong and upright growing. A new white and an improvement over all previous whites. You should have Moonlight Dream. Prices above.

Daily Sketch

Here is a pink so dainty and pretty that it cannot actually be reproduced. You must grow Daily Sketch to see how beautiful it is. The florets are the largest you ever saw—1½ inches across—as large as a good size Pansy. Color does not fade but stays beautiful throughout the season. Long blooming season, July to frost. Hardy. Prices above.

Salmon Glow

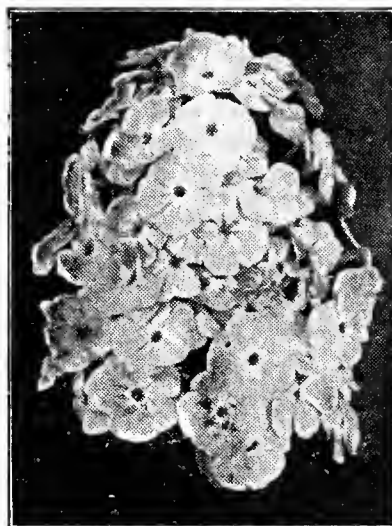
Here is a shade of deep rich salmon-pink so beautiful and satisfying that you will immediately want to discard all other salmon Phlox in its favor. Eye deep carmine. Heads well filled and stately. Foliage healthy and strong. You should by all means have this amazingly beautiful variety. Prices above.

Africa

Here is a beautiful Phlox with a color so mysteriously beautiful that it can hardly be described. It is an amazing dark carmine-red that seems to belong to another world. A strong, vigorous grower, healthy and hardy, easy to grow. Expect to see something far more beautiful than the picture when your Africa Phlox blooms. Prices above.

Make your own collection of Phlox, your choice, from the varieties named below. All are very fine varieties of proven beauty and hardiness. PRICES: 25c each; 3 for 70c; 5 for \$1.00; 6 for \$1.17; 10 for \$1.85.

Any Five \$1.00



AETNA. Dark red, darker eye.

B. COMTE. Large heads brilliantly colored, rich wine-purple. Low-growing.

BLUSHING BRIDE. Delicate pink with deep rosy red blush starting at the center and diffusing outward in the most delightful manner. As many as one dozen fine sturdy flowering stalks per plant.

BORDER QUEEN. Enormous head, flowers pure rich and beautiful pink. Low growing.

CAMILLO SCHNEIDER. Brilliant scarlet-red. New.

CAROLINE VANDENBURG. The bluest Phlox. Color decidedly striking. Extra large flower trusses. Vigorous and healthy.

COUNT ZEPPELIN. Large pure clear white, distinct vermilion-red eye.

E. I. FARRINGTON. Delightful salmon, lighter eye.

ENCHANTRESS. Bright salmon-pink with dark eye.

ETHEL PRITCHARD. Strong growing variety. Pale blue. Something different in a "blue" Phlox.

HAUPTMANN KOEHL. Dark blood-red. Large clusters on strong, tall stems. Florets large.

MORGENROOD. Large clusters of a wonderfully beautiful bright rose shade, deeper eye. Large florets.

MRS. FRANK BEATTY. A new and beautiful type of lacinated blossom, the first of its kind, a delicate tone of pink. Heads well filled and well shaped. Hardy and disease resistant.

MRS. JENKINS. Tall white variety.

PAINTED LADY. Soft pink, carmine eye.

ROKOKO. Clear soft pink.

ROYAL PURPLE. Purple, deep at edges, shading to violet in center of petals.

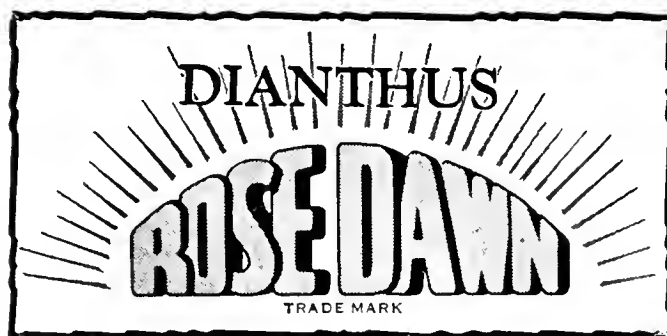
SALOME. A bit of oriental splendor! Cherry-red, suffused with salmon. A radiant beauty.

MISS LINGARD (Suffruticosa). Low-growing, enormous trusses of pure white. Blooms early.

PINK LINGARD (Suffruticosa). Same as above but pink.



Here's a delightful little flower that's pretty **ALL THE TIME**. First it appears as a little cushion all soft and fuzzy like the back of a furry kitten. Then in May flower buds appear—hundreds of them—on short, straight stems that bristle out like the quills of a frightened porcupine. And then in late May and June blooms appear, like a beautiful miniature fireworks display, like hundreds of tiny rockets all exploding at once.



(*Dianthus neglectus compacta glauca*)

Just like hundreds of tiny sky rockets all exploding at once. See description at left.

Seven Points of Goodness

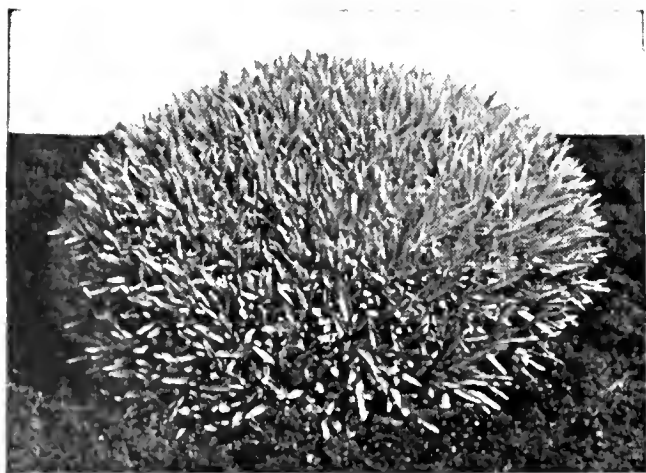
- (1) Hardy.
- (2) Evergreen foliage.
- (3) Low growing.
- (4) Keeps its shape.
- (5) Long blooming (4 to 6 weeks).
- (6) Blooms at Decoration Day.
- (7) Flowers erect.

8 for \$1.49

1 for..\$0.30 8 for..\$1.49
3 for.. .75 10 for.. 1.85
5 for.. 1.00 12 for.. 2.15

Ultimate height 4 to 5 inches. Blooms late, May and June. Does well in sun or partial shade. Avoid acid soil and too much water. Plant 10 to 12 inches apart.

The picture at the left shows *Dianthus Rose Dawn* in the "Fuzzy-Kitten" stage. Color is a beautiful bluish tone. *Rose Dawn* is fine for border or rockery. Thrives in ordinary soil. Plant 10 to 12 inches apart.



Like a Fuzzy Kitten



Gaillardia, Goblin

New! ^{Low Growing} Gaillardia **GOBLIN**

This low growing Gaillardia is so new and unique that your friends will exclaim with delight when they see it in your garden. Grows 12 to 15 inches high in broad bushes of close compact habit. Becomes completely covered with large 2 to 2½ inch beautiful blanket flowers in brilliant shades of red and golden yellow so that the foliage is entirely hidden, July to September. Plant 12 inches apart. Give some winter protection.

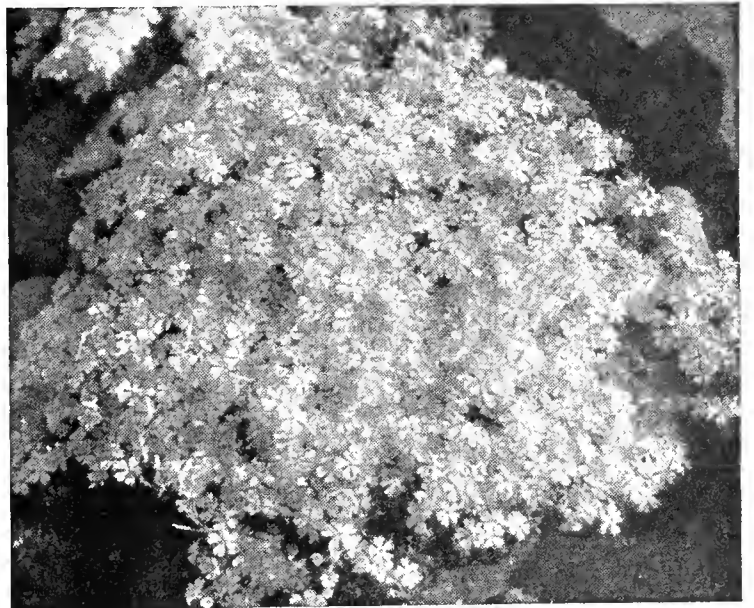
PRICES: 30c each; 2 for 57c; 4 for \$1.00; 6 for \$1.40. Field-grown plants.

New! Phlox Subulata Camla

(Creeping Phlox)

This new Phlox Subulata is sometimes known as fall blooming, and under certain conditions it will bloom in the fall. Blooms in the spring the same as the old Phlox Subulata, and more or less throughout the summer. The flowers are lovely shade of glistening salmon-pink. More loose and graceful in form than the old Phlox Subulata. Grows 4 to 6 inches high. Plant 10 inches apart.

PRICES: 50c each; 2 for 85c; 4 for \$1.50. Field-grown plants.



Phlox Subulata, Camla



Primroses

Primroses by Color

(Primula veris)

Only the most beautiful colors have been selected in our nursery and we have propagated from these. This is something new. Formerly Primroses (Primula veris) came in mixed colors only. We now offer you your choice of the following colors:

White Yellow Red

PRICES: Field-grown Primroses by color, 35c each; 3 for 90c; 6 for \$1.55.



Astilbe Peach Blossom

(*Astilbe japonica rosea*)

Beautiful panicles of flowers 8 to 10 inches long, very graceful and pretty in coloring—peach-blossom-pink. Blooms during June and July. Grows 1½ to 2 feet tall. Excellent for cutting. Plant 15 to 18 inches apart. Likes shade or semi-shade.

PRICES: 50c each; 2 for 90c; 3 for \$1.25; 4 for \$1.60.



Etoile de Hollande

RED

AMI QUINARD. Beautiful, long stemmed black-red. Excellent cut flower.

ETOILE DE HOLLANDE. Free flowering dark red, ideal for cutting.

E. G. HILL. Long buds of dazzling scarlet. Flowers, velvety maroon. Fine bloomer.

GLOWING CARMINE. Name describes it. Outstanding.

RED RADIANCE. Identical with Pink Radiance but color lively red. Hardy.

PINK

BETTY UPRICHARD. Really everblooming—seems always in bloom. Salmon-pink, stained coppery carmine. Strong grower. Spicily fragrant.

EDITH NELLIE PERKINS. Gold, cerise, salmon, all these beautiful shades are in Edith Nellie Perkins with even a little orange. Vigorous. Free bloomer.

EDITOR McFARLAND. Deep pink, long stems, large flowers, wonderful fragrance.

LADY ALICE STANLEY. Beautiful coral-rose. Inside the petals shade to flesh-pink with deeper flushes. Fragrant. Free bloomer.

LEONARD BARRON. Shell-pink tinged salmon. Plant hardy, flowers immense.

MRS. CHARLES BELL. Lovely soft shell-pink. Vigorous, free blooming.

MRS. HENRY BOWLES. A fine sparkling pink. Prolific bloomer with flowers singly on long stems. Fine cut Rose.

MRS. HENRY MORSE. Two contrasting tones of pink, with an underlying yellow glow; double. Fragrant.

Kellogg's Everblooming Hybrid Tea Roses

We have spent a great amount of time and care in selecting Kellogg's Everblooming Roses for you. Only the best varieties have been selected, varieties which we know will please you. All are healthy, two-year-old budded stock and are top grade in every respect.

Descriptions of Roses begin on Page 54

PINK—Continued

SOUV. DE MME. C. CHAMBARD. Buds large, pointed coral in color, unfolding to coral-pink. Fragrant. Splendid cut flower.

WHITE

EDEL. White with faintest ivory shading towards base, changing to pure white. Fine grower.

K. A. VICTORIA. Lovely white Rose. Color often shades to lemon. Fragrant.

MME. JULES BOUCHE. White. Blooms almost continuously. Pretty blush in center.

YELLOW

GOLDEN DAWN. Rich sunflower-yellow. Buds light yellow, blushed pink.

JOANNA HILL. Beautiful creamy yellow slightly suffused with pink.

MAX KRAUSE. Mammoth double flowers of deepest yellow. Vigorous grower, prolific bloomer.

VILLE DE PARIS. Clear yellow buds and flowers.

ORANGE AND BICOLOR

AUTUMN. Burnt orange, streaked and marked with red. Double, fragrant.

CONDESA DE SASTAGO. Coppery red inside. Rich yellow outside. Vigorous. New, beautiful.

DUQUESA DE PENARANDA. New orange-apricot. Double, fragrant. Among the best fall bloomers.

HEINRICH WENDLAND. Reddish copper, double flowers, back of petals rich orange.

KATHERINE PECHTOLD. Lovely buds of gold and bronzy orange. Flowers of 25 to 30 petals. Spicily fragrant.

MME. JOSEPH PERRAUD. Bagatelle Gold Medal winner, 1934. Slender Nasturtium-orange buds opening Nasturtium-buff. Fragrant.

MRS. SAM MCGREDY. Orange-salmon suffused with gold. Prolific, robust.

PRESIDENT HERBERT HOOVER. Beautiful contrasting shades of maroon, orange and gold. Vigorous, long bloomer.

TALISMAN. Golden yellow with shades of copper-red and orange-rose.

Prices

Any Roses on pages 54-55.

Each \$0.80	3 for \$1.85
2 for 1.35	4 for 2.35
6 for \$3.45	

ROSES BY COLOR

See page 58.



2 Climbing Roses \$1.10

1 - 60c ♦ 4 - \$2.00

What could be more beautiful than a porch or trellis covered with Climbing Roses? Here are some of the finest—all two-year-old, field-grown, budded stock, guaranteed to reach you in good growing condition or your order refilled free. Bloom in June.

CLIMBING AMERICAN BEAUTY. One of the old favorites, well deserves its popularity. Blooms are delightful rosy carmine, also beautiful in shape. Splendid beautiful foliage. Very fragrant. Prices top of page.



Climbing American Beauty

PAUL'S SCARLET. Intense scarlet, well shaped flowers, rigid, upright stems. Makes a veritable blaze of color. Prices above.

PRIMROSE. The best yellow. It is truly beautiful. Flowers large, well formed, and non-fading. Color primrose-yellow. Foliage luxuriant and healthy. Prices top of page.

SILVER MOON. You will love the entrancing fragrance of Silver Moon and you will love the beautiful white flowers. Very beautiful, semi-double shape, very pure color. A really worth-while white. Prices top of page.

MME. GREGOIRE STAECHELIN (Spanish Beauty). The buds are flashy carmine and fully open flowers are beautiful delicate pink. Makes very good cut flowers as the stems are long and the flowers hold up well. An amazingly beautiful and entrancing variety. Prices above.

PRICES:

All Climbers

1 for 60c

2 for \$1.10

4 for \$2.00



Dr. W. Van Fleet

DR. W. VAN FLEET. Beautiful shell-pink buds and flowers. Wonderfully fragrant. Good cut flowers—beautiful form and long stems. Equal to finest Hybrid Teas in beauty.



Paul's Scarlet

Polyantha Roses 2 for \$1.00



Polyantha Roses give you hundreds of beautiful flowers, in close compact clusters. Brilliant in coloring, beautiful in form. Furthermore, they bloom all summer—simply snip off the blossoms as fast as they begin to wilt and new ones will appear. Grow only 12 to 24 inches tall. Four varieties as follows:

CHATILLON ROSE. Huge clusters of bright pink, semi-double flowers, with a pleasing touch of orange. Hardy. Many, many flowers.

GLORIA MUNDI. A new variety with large, double flowers of lasting orange-scarlet clusters, unfading.

IDEAL. Minute flowers of deep garnet-red. Perhaps the darkest red obtainable.

KATHERINE ZEIMET. Miniature bouquets of fragrant, double pure white flowers.

PRICES: Polyantha Roses, strong two-year plants, 55c each; 2 for \$1.00; 4 for \$1.85.

New! **Buddleia**
ROYAL
PURPLE

See page 74.



new Red Blossoms All Summer! Grootendorst Supreme Rugosa Rose

Grootendorst Supreme—more brilliant than ever before—better foliage—more graceful—hardier.

Now, red, the favorite color of most flower lovers comes to you, more brilliant than ever, in this new Rugosa Rose—**GROOTENDORST SUPREME**—and it comes all summer long. The beautiful form of the flowers is shown above. They occur in close clusters like the smaller picture below.

Grootendorst Supreme will be a glorious and striking addition to your Rose bed or landscape planting. Foliage is much better than the old Grootendorst and the bush is much more graceful in shape, very compact. Exceptionally good for all northern states as it is extremely hardy. Does equally well farther south.

We urge every Rose lover to have Grootendorst Supreme. Remember, it can be used in the landscaping or foundation planting as well as in Rose beds. The plants we send you are strong No. 1 dormant plants, budded on strong healthy roots.

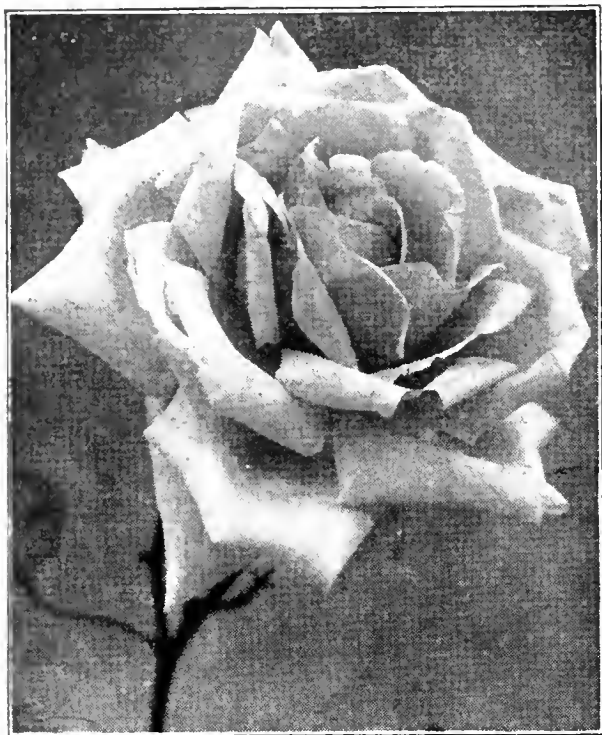
Note.—Like all Rugosa Roses, Grootendorst Supreme starts growth slowly. Do not be alarmed if it requires a somewhat longer time to start than ordinary Roses.

PRICES:

65c each; 2 for \$1.15; 3 for \$1.65; 6 for \$3.25.



Beautiful Clusters All Summer



Everblooming H. T. Roses *by Color*

10 for \$3.85

This plan saves money for you. You get the same high-grade rose plants listed elsewhere in this book. **You simply choose by color instead of by variety.** By this plan you can have a fine assortment at a bargain price.

SAME HIGH-GRADE PLANTS

These are the same two-year-old budded stock you would get by ordering by variety. **ALL EVERBLOOMING HYBRID TEA ROSES**, pruned ready for planting. We quote these lower prices because by this plan we avoid waste. We pass the saving on to you.

Please do not mention variety name. Order by color only.

Two-year-old budded stock, all hybrid tea roses, all **EVERBLOOMERS**, all covered by our usual guaranty.

You may choose the colors you want. **RED, YELLOW, PINK, WHITE or TWO-TONE.**

PRICES: 55c each; 2 for \$1.00; 5 for \$2.25; 10 for \$3.85.

Climbing Talisman Rose

Probably no Rose has ever attained the popularity or will attain the popularity that the famous Talisman attained. And now this amazingly beautiful Rose comes as a climber.

The picture at the right gives an idea of the beauty of Climbing Talisman. Imagine your porch or trellis covered with these lovely blooms in the beautiful two-toned shades of yellow and red artistically blended as only Nature can blend them. **PRICES:** 65c each; 2 for \$1.10; 4 for \$2.00.

WARNING!

The supply of Climbing Talisman Roses is decidedly limited and we urge all customers to place their orders immediately so that we can reserve the plants for you until shipping time. We cannot guarantee to fill your order if you delay too long.

New Dawn Climbing Rose See picture at right

Oh, so very pretty! And blooms just like gorgeous hybrid Tea Roses. Everblooming, too. Really New Dawn is the best of the best climbing Roses. Color is delicate pink—almost shell-pink, and blooms are exceedingly well formed, and **fragrant**. Blooms June to frost. Nice long stems for cutting. Plant Patent No. 1. **PRICES:** Sturdy, 2-year, budded stock, \$1.50 each; \$15.00 per doz.



Little Bo Peep Miniature Rose

Tiny, but how pretty and fragrant! Color delicate and delightful smooth pink. Very hardy. Exceedingly persistent bloomer to frost. Height 6 to 8 in. Blooms June to frost. Likes rich, well-drained soil with sun. Plant 10 in. apart. **PRICES:** 50c each; 2 for 85c; 3 for \$1.10; 6 for \$2.00.



Climbing Talisman
(Description and prices at left)



New Dawn Climbing Rose
(Plant Pat. No. 1)
(Description and prices at left)

Doubloons Climber

(Plant Patent No. 152)



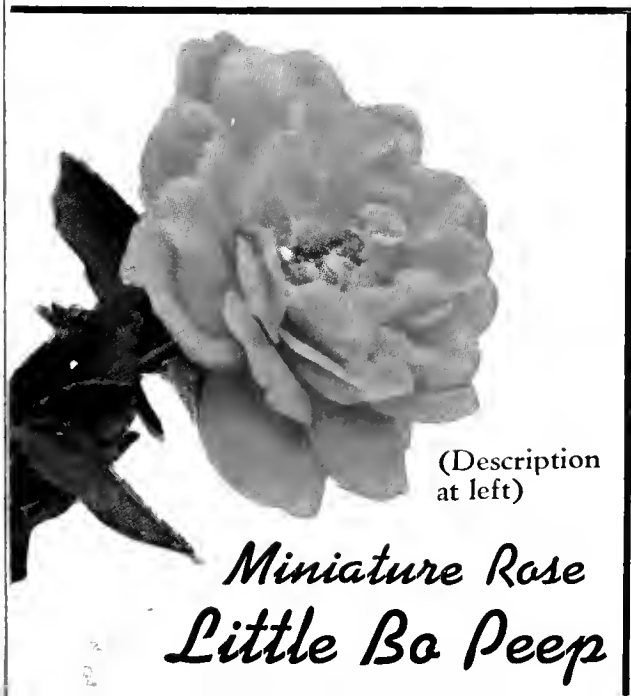
Wonderful clusters of very large cup-formed saffron-yellow blooms. These open one after another, prolonging the season. Long, heavy canes. The best yellow climber today. Often repeats in midsummer. **PRICES:** \$1.00 each; 3 for \$2.50; 12 for \$10.00.



NONE GENUINE
WITHOUT THIS
TAG

Prices

Doubloons Climber	
1 for	\$ 1.00
3 for	2.50
12 for	10.00



(Description
at left)

Miniature Rose
Little Bo Peep

ROSES FOUR with Beauty Galore

We consider these four roses the most beautiful in their respective colors. They should be in every rose garden.

McGredy's Scarlet

The name McGredy for a rose is rapidly coming to mean "Par excellence," and McGredy's Scarlet is indeed a breath-taking beauty. In the regular season, McGredy's

Scarlet is a brilliant scarlet in coloring with orange-yellow at base of petals, and it seems to improve its beauty as cool weather comes. In early autumn the coloring becomes deeper and richer, just when we most long for rose beauty. Very fragrant, blooms large, strong and healthy.

PRICES: Strong two-year budded plants, \$1.00 each; \$10.00 per doz.

McGredy's Yellow

Yellow roses have been getting better and better year by year, and now they reach their supreme beauty in McGredy's Yellow, the beautiful yellow rose shown here. The coloring of McGredy's Yellow is so soft and pure that you will adore it. Very artistic and graceful in shape, strong grower, abundant bloomer.

PRICES

Strong two-year-old budded plants, \$1.00 each; \$10.00 per doz.



Caledonia Rose

More and more flower lovers are beginning to realize the charm and beauty of white roses, and we select Caledonia as the best white rose for your garden. Caledonia is especially famed for its beautiful long ivory-white buds which soon open to full bloom roses of purest velvety white. Be sure to include Caledonia in your rose garden. **PRICES:** Strong, two-year-old budded plants, \$1.00 each; \$10.00 per doz.

SPECIAL
One plant
each of the four
Roses shown
here—
\$3.50

Texas Centennial

Plant Patent No. 162

Texas Centennial rose, named in honor of Texas' 100th year of Statehood, richly deserves the honor. First the buds open with a delicate salmon color, then the full bloom changes to a striking combination of rich rose-crimson and pink. The blooms often measure 5 to 6 inches across, a truly magnificent rose.

Plants very hardy, vigorous and thrifty, foliage glossy, thorns rich red. **PRICES:** Strong, two-year-old, No. 1 grade budded plants, \$1.00 each; \$10.00 per doz.



New Brilliant Pillar Rose **Flash!**

This new Climbing Rose far surpasses in brilliance any Climbing Rose that has ever been originated. The blooms seem to glow with their own inner fire, the colors glowing and flashing in magical fashion.

Plant
Patent
No. 396

We can approximate the color of Flash Rose in a picture but not the amazing, glowing quality. The blossoms almost seem to be on fire.

LONG BLOOMING

"Flash" starts blooming early in June and flowers open daily for weeks. A very long blooming Rose. Color is vivid orange-scarlet with backs of petals yellow suffused with scarlet. The center is gleaming yellow filled with golden anthers. Buds are yellow with scarlet profusion. Many flowers are open at one time, giving a dazzling effect. The picture of Flash shown here does not half do justice to the actual Rose because its shimmering brilliance cannot be shown on paper.

Originated by R. M. Hatton in 1938, Patent No. 396.

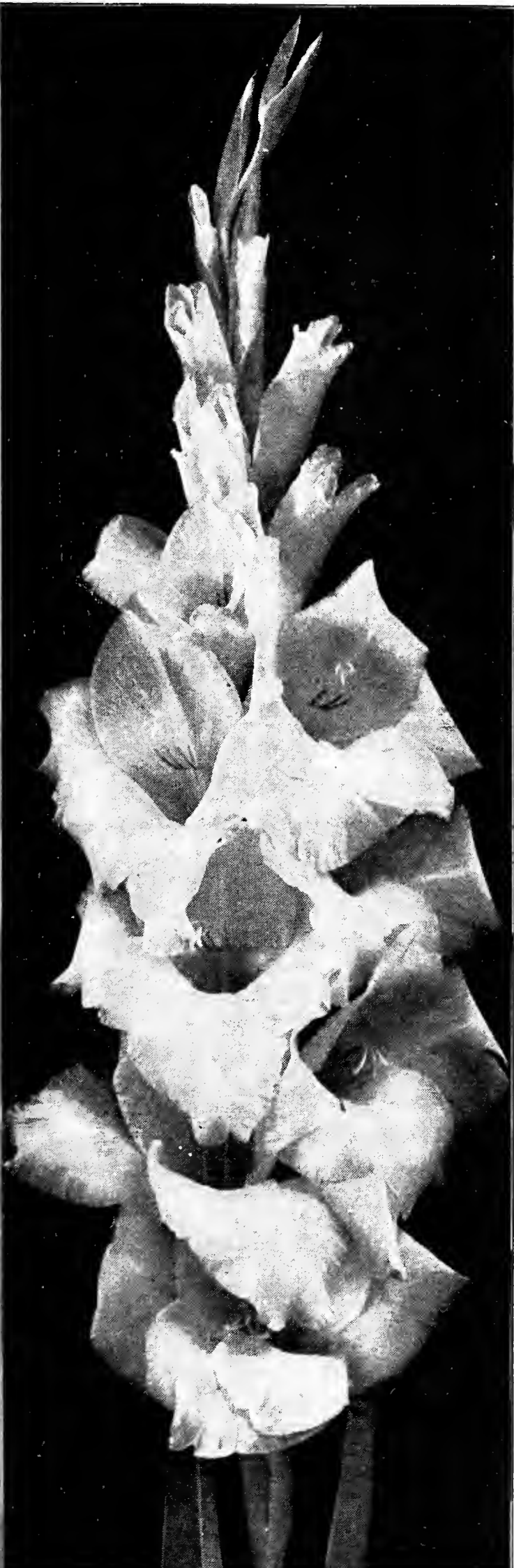
Stock is limited so you must order early to be sure of getting yours.

PRICES: High grade, No. 1 budded stock, \$1.00 each.

PRICES

High Grade,
No. 1
Budded
Stock,
\$1.00 each.





New!

Seventh Heaven is absolutely new. Only 47 bulbs were available to customers last year—not many more this year.

Gladiolus

Seventh Heaven
Mrs. George Kinyon

New—Mrs. George Kinyon's Masterpiece

Several years ago the famous Glad, Picardy, startled the flower world with its amazing beauty and size. **Seventh Heaven** is destined to outshine Picardy. Picardy is huge flowered and beautiful but **Seventh Heaven** is even greater—florets often measure 6 inches across or more.

And Seventh Heaven is amazingly even more beautiful—delicate salmon-rose slightly splashed with deeper color at edges and in the throat—a shading that is really indescribable.

Note the amazing display of florets—10 to 12 huge ones open or opening at once. We have seen spikes with even more than the one shown here. Grows tall, straight, and strong. A liberal producer of many beautiful spikes.

We had only 47 bulbs of Seventh Heaven to offer last year and have only a very few this year; only the few who order at once will get them. If you want Seventh Heaven in 1941, order at once.

PRICES: Large blooming size bulbs, \$2.50 each.

MRS. GEORGE KINYON

Mrs. George Kinyon, who originated such amazing beauties as Wenonah, Emblem of Purity, White Spire, Reflection, So Big, Iosco and many other top-notchers, originated Seventh Heaven. Every year since the American Home Achievement Medal has been offered in Michigan, she has won it. Again we say, Seventh Heaven is Mrs. Kinyon's masterpiece. You must order at once.

Kellogg's Aristocrat



Debonair



Dream



Duna



Graphin Livia

AVE MARIA. Blue, some streaks of purple. Blossoms nearly 5 inches across.

BETTY NUTHALL. Lovely ruffled streaked salmon-pink. Lower petals yellow in throat with beautiful streaks of red.

BAGDAD. Unusual, smoky color.

CACTUS ROSE. Rich velvety purplish red just like beautiful cactus blossoms. Throat like October frost—5 to 6 feet.

COMMANDER KOEHL. Red! Flowers more than 5 inches across.

DEBONAIR. Beautiful La-France-pink with shrimp-pink throat.

DREAM. Lovely geranium-red with showy deep red blotches.

DREAM O' BEAUTY. Heavenly red. Darker shades spill from throat.

DR. NELSON SHOOK. Deepest, purest, most beautiful red; velvety, lighter throat.

DUNA. Wonderful rosily-blushing cream with purest clear yellow tinge in throat.

GOLDEN DREAM. Beautiful golden yellow. Many flowers at a time.

GRAPHIN LIVIA (Chotek). Pretty, dignified lavender, lower petals beautifully shaded in the throat.

HEAVENLY BLUE. Rare and beautiful porcelain-blue, darker lines in throat.

HERITAGE. Large, beautiful warm pink flowers, lighter throat. White mid-ribs on lower petals.

MAID OF ORLEANS. As pure a white as any snow that ever fell.

MARGARET FULTON. Half-ripe cherry color. Strong and upright.

MARMORA. Exotic violet-mauve.

Make Your
Own
Collection
100
for \$3.85

200 for
\$7.00

PRICES: Any Glads on these two pages, fine blooming size bulbs, 3 for 20c; 6 for 35c; 12 for 60c; 50 for \$2.25.

Now you can make your own collection of Kellogg's Aristocrat Gladioli and get a \$5.00 value for only \$3.85. Note the price of one dozen figures 5c each or \$5.00 per 100. You can make your own collection from any of the Glads shown on these two pages, 100 for only \$3.85. Select the varieties that you want.

Gladioli Garden



Mary Jane



Pelegrina



Sonatine



Wasaga

MARY JANE. A fine new Glad in delicate shades of pink. Almost white in places, but beautifully shaded to give the effect of pink at only a short distance.

MILDRED LOUISE. 5 to 5½ inch florets. Rich salmon-pink, shaded golden yellow at throat.

MINUET. Delicate and dainty lavender.

MISS GREELEY. Exotic salmon-pink and purple like rare Bohemian glass. The purple seems to flow over salmon-pink in pretty rivulets.

MISS THREE RIVERS. Beautiful apple-green in the throat. Large, ruffled creamy orchid flowers.

MOROCCO. Richest wine-red, liberally streaked with midnight shades. Velvety.

MOTHER MACHREE. Misty, smoky mauve. Brilliant red and yellow throat.

ORANGE WONDER. Clear, beautiful orange.

PELEGRINA. Beautiful exotic dark purple beauty.

PFITZER'S TRIUMPH. Beautiful, beautiful red!

PICARDY. Clear pure pink, beautifully painted with red in the throat. Florets 5 to 5½ inches across.

POLAR ICE. White! Glitters like new-fallen snow.

RED PHIPPS. Large, rich, glorious red.

SONATINE. Lovely coral-pink with faint diffused streaks near center and more decided streaks near edges.

TIP TOP. Beautiful dark crimson giant, diffused lighter tint at center.

VAUGHAN'S WHITE. White. Strong grower.

WASAGA. A fascinating dream in soft pale red-orange with light red, 5-inch florets.

W. H. PHIPPS. La-France pink overlaid with salmon.

PRICES: Any Glads on these two pages, fine blooming size bulbs, 3 for 20c; 6 for 35c; 12 for 60c; 50 for \$2.25.



100 mixed bulbs — our choice from the varieties listed on these two pages. At least ten different varieties in wide color range.

100 Bulbs \$3.35
200 for \$6.45

Kellogg's **Tip-Top**

Now we offer you the ten outstanding Gladioli of today. Every one of the ten is a new variety and each one is a marvel of beauty and charm. All tall growing, large flowering varieties, the kind that win prizes at the shows. Beautiful in form and coloring. Will arouse the envy of all who see them.

New!

Just look over the Glads on pages 66, 67, 68, and 69—not an old one in the group—all masterpieces from the hands of the leading Gladiolus breeders.

These ten new Glads are destined to be the outstanding prize-winners of the next few years. Already Grand Master, the Glad shown on page 68, is the winner wherever shown—always takes the big prizes. It is such varieties as Grand Master that you get in this amazing new collection—Glads that will win prizes and admiration for you.



Shirley Temple

The ten Glads shown on pages 66, 67, 68, and 69, have a total value of \$4.60 but we offer them here as a group for only \$3.45. You will want to try all ten.

for Only

TWO
Collections
for
\$6⁵⁰

\$3⁴⁵

Order at once while we have a full supply

Shirley Temple

This Glad does indeed earn the right to its name. The basic color is white but it is overlaid with a soft blush or cream color. The well-placed blooms are heavily and beautifully ruffled with 6 or 7 open at one time. New but already in great demand. **PRICES:** 25c each; 2 for 45c; 3 for 65c; 6 for \$1.25.

Ten Gladioli--New!



Cheerful

Cheerful

Cheerful is indeed a splendid name for this beautiful new variety. The color is a clear light red with a clean-cut splash of white. Spikes are tall, straight and medium slender, each with 8 or more blooms open at one time. Florets are ruffled beautifully and well placed. See the picture above. Always stands erect. Won blue ribbons as seedling. Prices: 25c each; 3 for 65c; 5 for \$1.00.



Iosco

Iosco

Name means "moonlight on the water" and is very aptly chosen. Color is delicate creamy yellow, somewhat like pure golden sulphur, but much lighter. Beautiful splashes of gold in throat, and faint splashes of very delicate rose here and there at edges of petals. We have never seen a yellow glad like this—never a similar shade, never one so beautiful. Prices: 40c each; 2 for 75c; 3 for \$1.10; 6 for \$2.15.



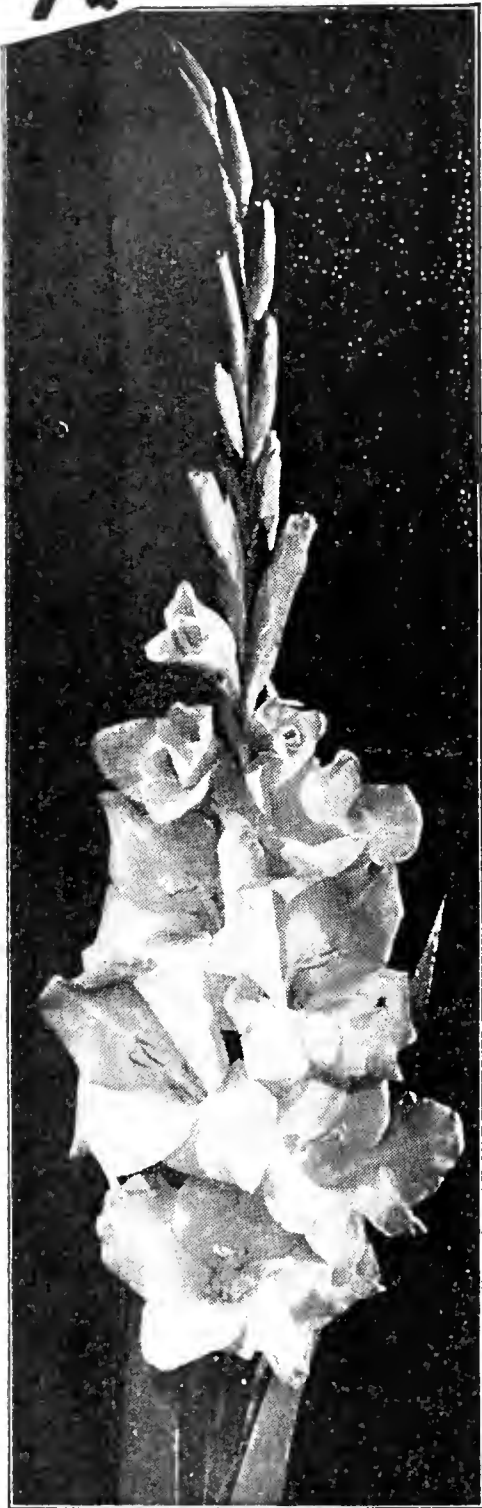
Reflection

Reflection

Color clear lightest lavender unmarred by blotches, or lines. Deepens in color when brought indoors. Florets perfectly set, at least six open at one time. Grows to average height of 5 feet in 3 months. Arouses praise and comment of all who see it. PRICES: 40c each; 2 for 75c; 3 for \$1.10; 6 for \$2.15.

**Continued
Next
Page**

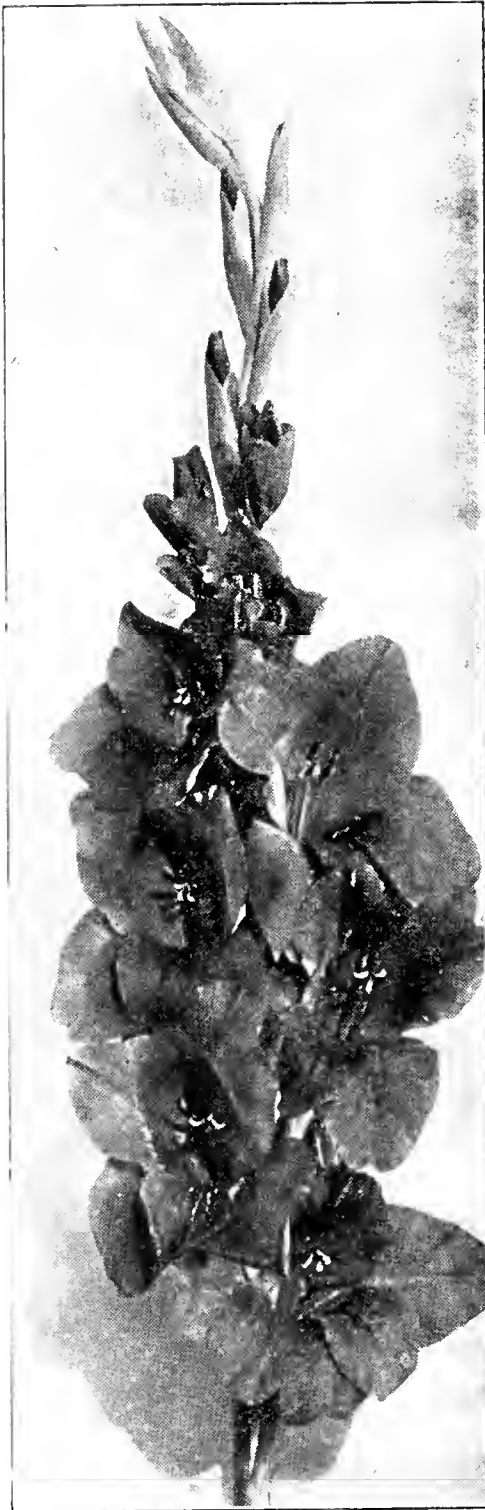
Kellogg's **Tip-Top**



Rose of Michigan

Rose of Michigan

Now this beautiful new glad comes as a mate to the beautiful Cactus Rose. Rose of Michigan is not a rival of Cactus Rose, because it is a different shade—darker, and lined with velvet in the throat instead of being frosted—deep, dark red, plushy velvet. Nature's brush slipped here and there and made little splashes of red. It's beautiful! Sometimes compared to the American Beauty Rose in color. Prices: 75c each; 2 for \$1.35; 3 for \$1.95; 6 for \$3.75.



Grand Master

Grand Master

Red—beautiful velvety red! Grand Master is the richest red you ever saw—smooth, soft and velvety. The only markings are very faint streaks of "black." The dark red extends into the deepest extremities of the throat with no shadings excepting the deep dark shadow. Florets open many at once and lap over each other, making a continuous mass of red that is amazing in its beauty. Prices: 1 for 65c; 2 for \$1.00; 4 for \$1.85; 6 for \$2.70.

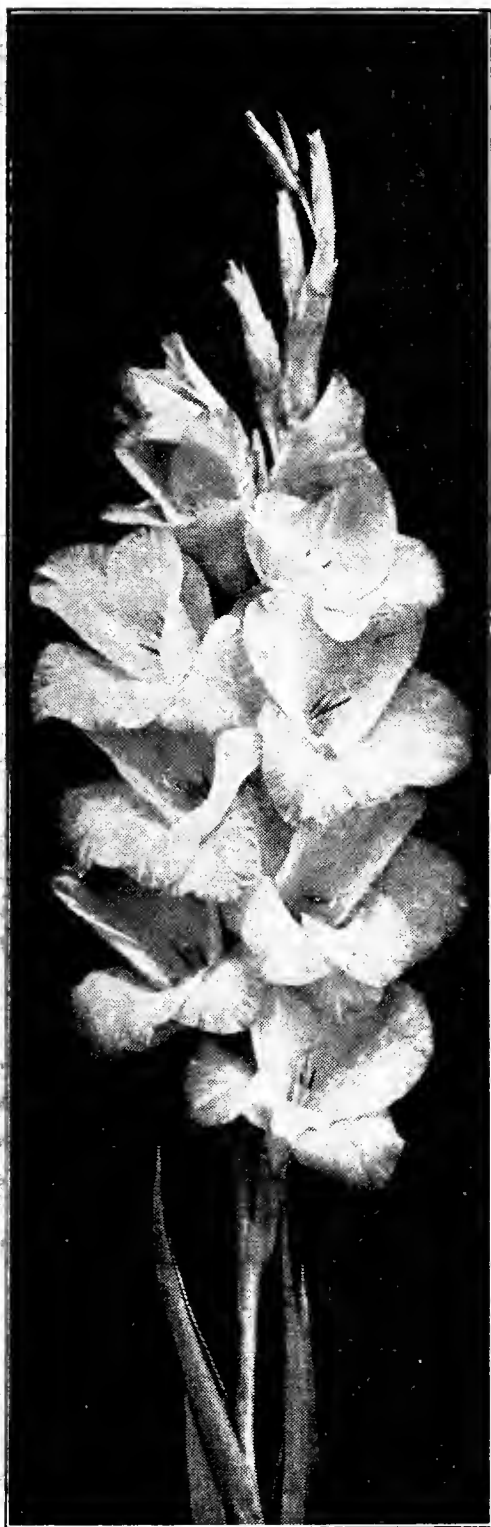


So Big

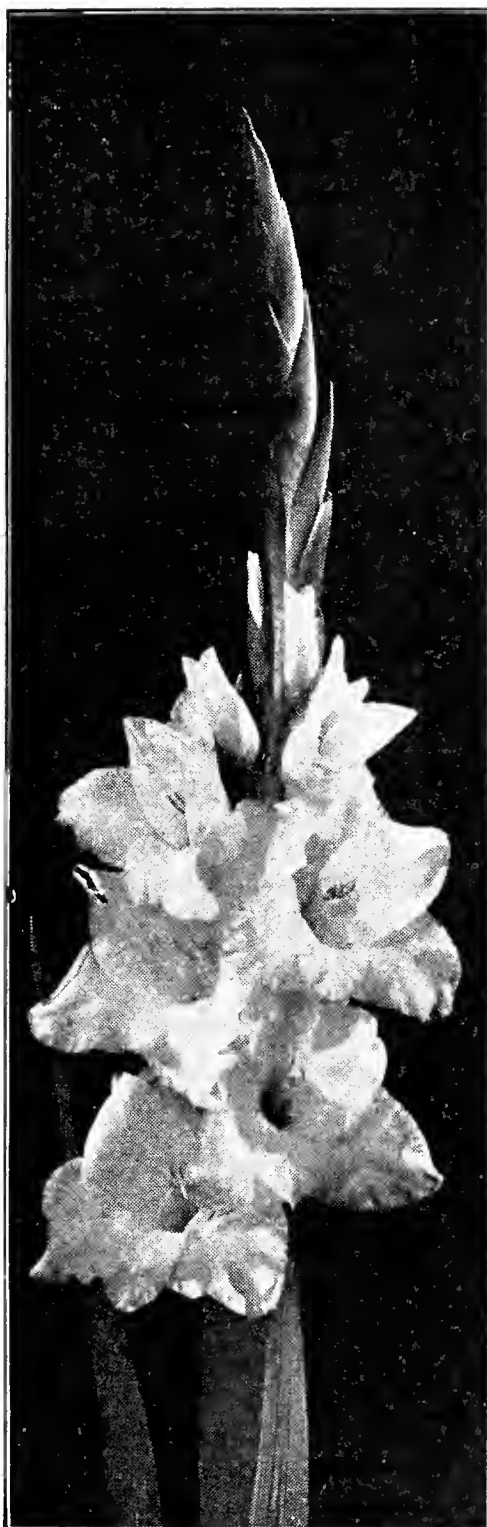
So Big

Again we have a variety that earns its name. So Big is one of the largest of all Gladiolus varieties. Both the flowers and the spikes are immense. And not only is it immense in size but it is immense in beauty. It is a deep rose-pink with violet markings on the lower petals, a beautiful effect that you cannot appreciate until you see it. A real prize winner. Prices: 25c each; 3 for 67c; 5 for \$1.00; 6 for \$1.17.

Ten Gladioli--New!



Tyrian Princess



White Spire



Wenonah

Tyrian Princess

The beautiful coloring of this variety reminds us of a dusky Mediterranean Princess. The color is a beautiful dusky cherry-rose laid on in splashes and rivulets over a lighter shade. The throat is beautifully and delicately frosted. Spikes are closely packed but still florets are well arranged. Prices: 40c each; 2 for 75c; 3 for \$1.10; 6 for \$2.15.

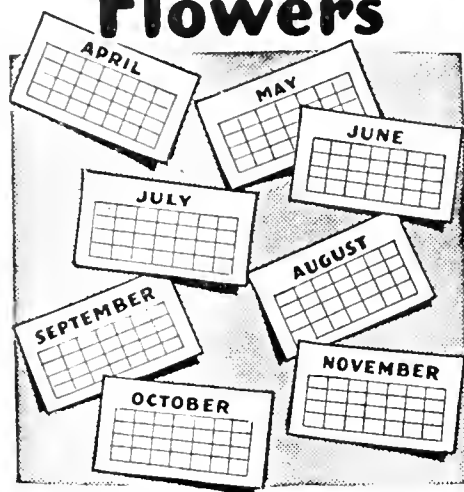
White Spire

One of the most unique of white glads, and at the same time one of the most beautiful. The petals are pure frosty white, but look at them closely and you will find faint (oh, so very faint) splashes of pink. Unique also for the arrangement of florets on the spike—instead of being staggered, the florets are in two fairly even rows. Prices: 50c each; 2 for 95c; 3 for \$1.40; 6 for \$2.75.

Wenonah

No color is more popular in Gladioli than salmon-pink and here is one of the most beautiful salmon-pinks ever brought forth. Wenonah rivals all other salmon-pink glads and has a delight of its own that others do not have. It is splashed with darker colors at the edges and in the throat. 9 to 12 florets open or opening at a time. Prices: 75c each; 2 for \$1.45.

Everblooming Flowers



The flowers indexed below are best for many people, because they bloom for long periods of time. They give big value for your money. Figures in parenthesis after names indicate periods of bloom: 4—April, 5—May, 6—June, etc. Figures at right are page numbers.

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Hardy Rhododendron

(*Rhododendron Catawbiense*)

Rhododendron Catawbiense is a hardy variety that will live through the winter in the northern states. It blooms during May and June with bright red-purple flowers. There is some variation in the color, however, giving a beautiful effect. Grows from 6 to 15 feet high, depending on location. Likes shady location and acid soil. Needs ample moisture. Plant 4 to 6 feet apart. Size of plant furnished, 8 to 10 inches.

PRICES: Wrapped in peat, 85c each; 2 for \$1.50; 4 for \$2.75.

Hardy Azalea (*Azalea Mollis*)



The picture above shows Japanese Azalea in full bloom. A beautiful sight in late May or early June.

This hardy variety of Azalea will add unusualness to your planting and will be a continual delight. Low growing, beautifully shaped, fine foliage. Burnt orange, yellow, pink, red, or salmon colored flowers in May and June. Hybrids—we cannot allow a choice of color. Like sun or shade. Ultimate height about 4 feet. Plant 2½ to 3 feet apart.

PRICES: Ball of peat on roots, 1 for 75c; 2 for \$1.35; 4 for \$2.45; 6 for \$3.50.

Tamarix, Summer Glow

(*Tamarix hispida aestivalis rubra*)

Blooms when flowers are most needed, with a great profusion of color—delightful little wine-red flowers lining the stems, giving a delightful misty effect at a distance. Blooms during the summer. The graceful gray-green foliage contrasts beautifully with the flowers. Both flowers and foliage are excellent for cut flower work. We urge you to try this new variety. PRICES: \$1.00 each; 6 for \$5.00.

Garland Flower

(*Daphne cneorum*)

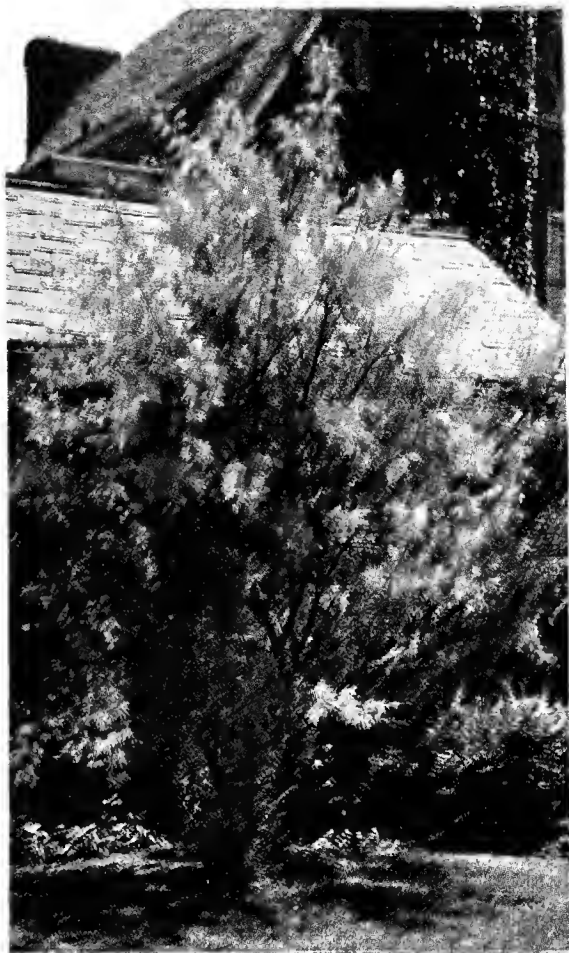
There are very few flowers to delight you as Hardy Daphne Cneorum will do. Not only for its beauty, but also for the amazingly delightful odor and beautiful foliage that is ever-green all winter. Blooms May, when it is just one big, gorgeous mass of pink delight, and at intervals throughout the summer. Grows 15 to 18 inches high. Hardy. Likes sun. Plant 2½ to 3 feet apart.

PRICES: 8 to 10 in. plants, wrapped in peat, 75c each; 2 for \$1.35; 4 for \$2.45.



↑ Rhododendron Catawbiense—4 for \$2.75 ↑
(Description on page 70)

Anyone who has visited the middle south, knows the beauty of Rhododendrons. This hardy variety lives through northern winters. Full description and prices at left.



Tamarix, Summer Glow
(Description on page 70)

Tamarix Summer Glow

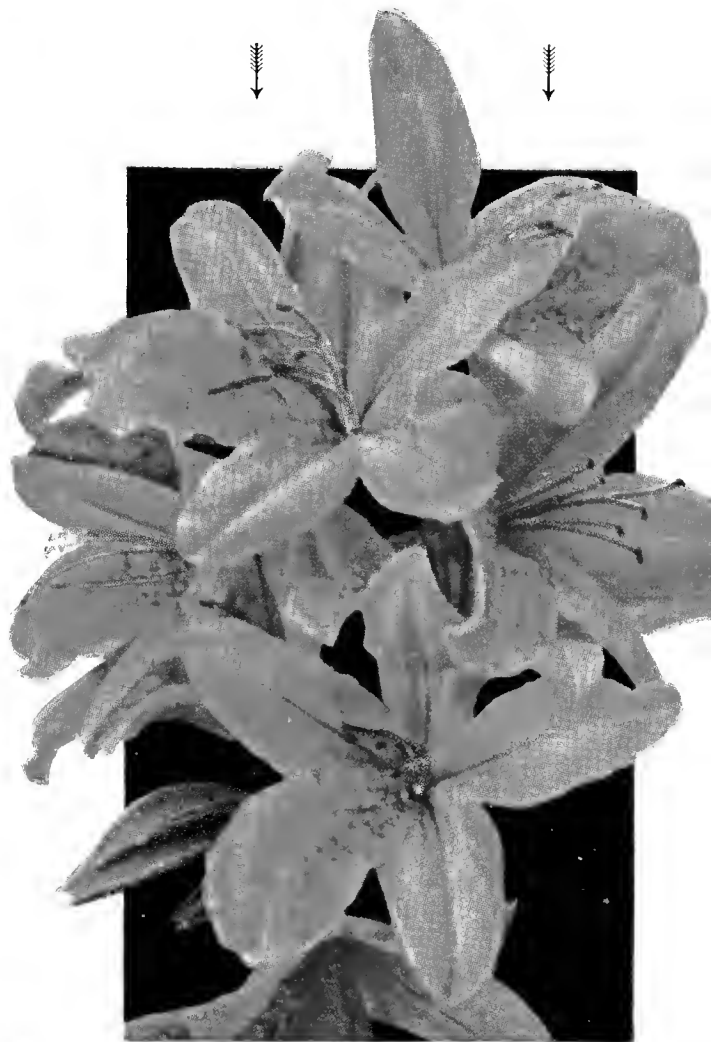
Here is a new and beautiful variety of Tamarix for you. Foliage appears at bottom, blooms at top, most unusual and charming. Prices and further description at the left.

Hardy
Daphne
(Description at left)

AZALEA MOLLIS

(Japanese Azalea)

This is the hardy variety of Azalea that blooms well and lives through winters in the North. Requires only reasonable winter care. See full description and prices on page 70.



Azalea Mollis
(Description on page 70)

Don't forget—\$1.00 value free with every \$5.00 value you purchase. See tinted page in front of the book.



HARDY DAPHNE, CNEORUM

This beautiful low growing shrub is charming for its glorious masses of beautiful pink, for its beautiful glistening foliage, and last but not least, its amazing and enticing fragrance. See full description and prices at left.

Kellogg's New *Glory*

100

2 Col-
lections
\$385



EVERY GLADIOLUS BULB in Kellogg's Glory Mixture is choice blooming size, hardy and robust, with plenty of vitality to produce loads of large beautiful flowers this year.

\$1⁰⁰ only
for these
100 BULBS!

Just think, you get 100 fine blooming size bulbs for only \$2.00 and if you send your order at once we will add two Grand Master bulbs (worth \$1.00), free of extra charge to your order.

Guaranty

We guarantee fifty different varieties, each different in color or markings. Bulbs must reach you in good condition or your order refilled free.



Mixture

*Fine Blooming
Size Bulbs for only* **\$2⁰⁰**

KELLOGG'S Glory Mixture gives you the biggest variety of color ever put into one mixture—red, yellow, white, pink, smoky, salmon, and variegated shades. Ruffled and plain petals, big flowering varieties. A glorious display of gorgeous color. That's why we call this Kellogg's Glory Mixture. Varieties not labeled.

HIGH PRICED VARIETIES

We always plant heavily of our best Gladioli and have most of the newest and finest in the surpluses that your Glory Mixture comes from. Bought separately at regular prices this collection might cost you as high as \$5.00 or more. Many prize winners are included.

ORDER EARLY

This is Kellogg's most popular collection of Gladioli, therefore, we suggest that you send your order at once while we still have a full supply.

Free! \$1⁰⁰ Value
If You Order Early

Grand Master sold at \$1.00 per bulb two years ago—now priced at 2 for \$1.00 on page 68. See description there.

To encourage early ordering we will give two Grand Master bulbs (labeled), free with this collection as long as they last. Order now and get Grand Master free of extra charge. We cannot guarantee Grand Master free unless you order early. We may have to substitute something else if you order too late.

Now! 3 ^{NEW} Buddleias



Royal Purple

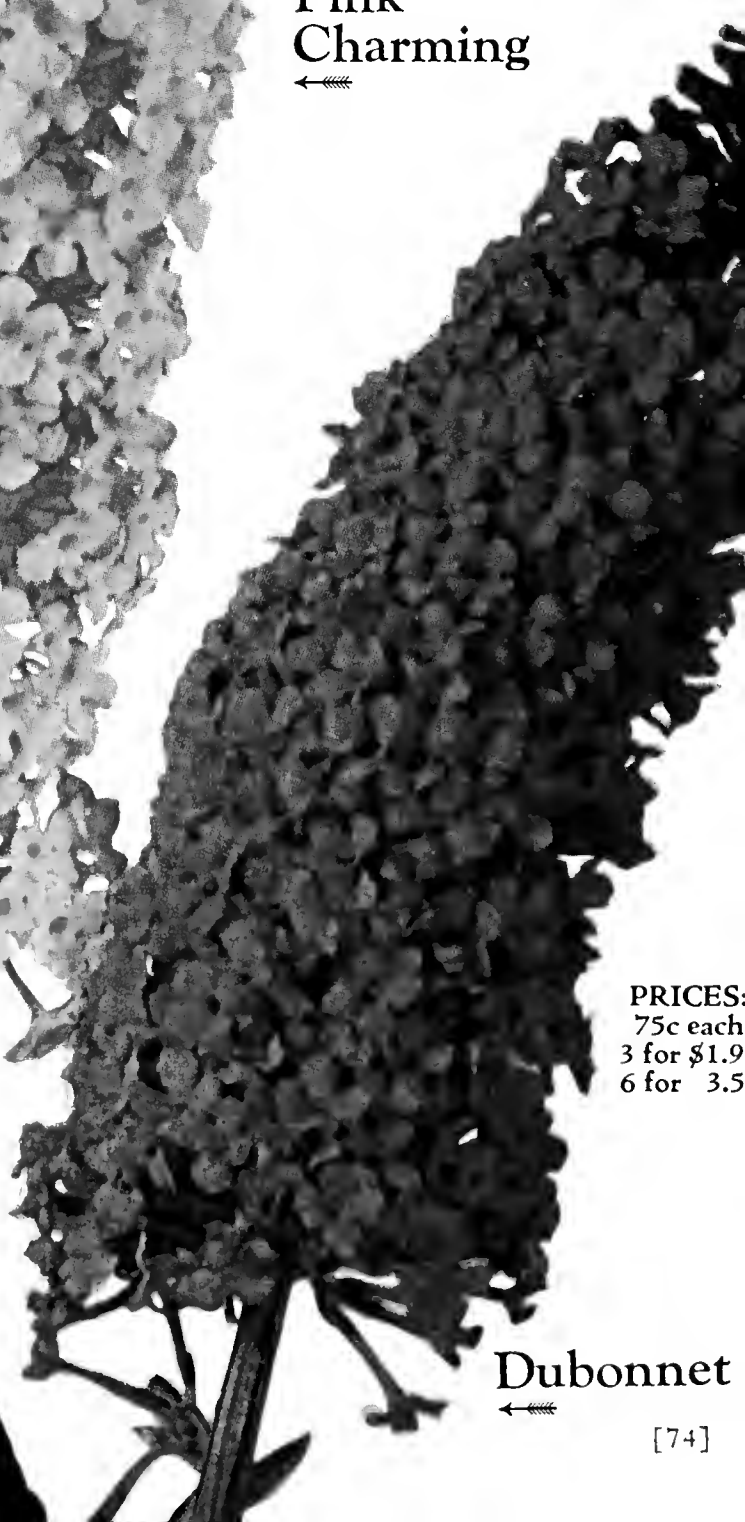


Absolutely new. No picture can do it justice. You must see it to appreciate its rich, glowing color.

Amazing strides have been made with Buddleias lately and now we offer you the three most outstanding new creations—beautiful and rich in coloring! Don't miss these 3 amazing beauties with their huge, long, beautifully colored spikes of flowers. Many people will envy their beauty. Descriptions and prices at right.



Pink Charming



PRICES:
75c each
3 for \$1.9
6 for 3.5

Dubonnet



We are going to have difficulty in making you see the beauty of the amazing new Buddleias. The color camera could not do justice to them and we do not have words to describe them. You must try them in order to realize their striking, glowing beauty. Like all Buddleias they attract bevy of beautiful butterflies. Vigorous, easy to grow.



Royal Purple

(Propagation Rights Reserved)

Brand new and most beautiful of them all. Color, rich glowing purple—the flowers really seem lighted from within—an effect that cannot be reproduced on paper. Bush completely covered with long beautiful spikes from August till frost; four to five feet high. Plant 4 feet apart in sun.

PRICES: 75c each; 3 for \$1.95; 6 for \$3.50.

Pink Charming

Beautiful 12- to 13-inch spikes of beautiful pink flowers. Hardy throughout the United States. Your friends will admire and envy its beauty. Pinch off flower spikes in July for best blooms in August and September. Grows 4 to 5 feet. Plant 4 feet apart in sun. Mulch in winter.

PRICES: 75c each; 3 for \$1.95; 6 for \$3.50.

Dubonnet

Here is the beautiful Dubonnet shade in flowers. In sunshine it shows almost as red. Spikes solid, well rounded, large florets. Same height, blooming season, and care as other Buddleias above.

PRICES: 75c each; 3 for \$1.95; 6 for \$3.50.

All 3 for \$1.95

Send us \$1.95 and we will send you one each of the three new Buddleias described above, total value \$2.25.

6 for \$3.50

Two of each variety.



Purple Buddleia Ile de France

3 for \$1.10

Blooms First Year!

Don't forget—no waiting for beauty. Buddleia Ile de France blooms first August after planting.

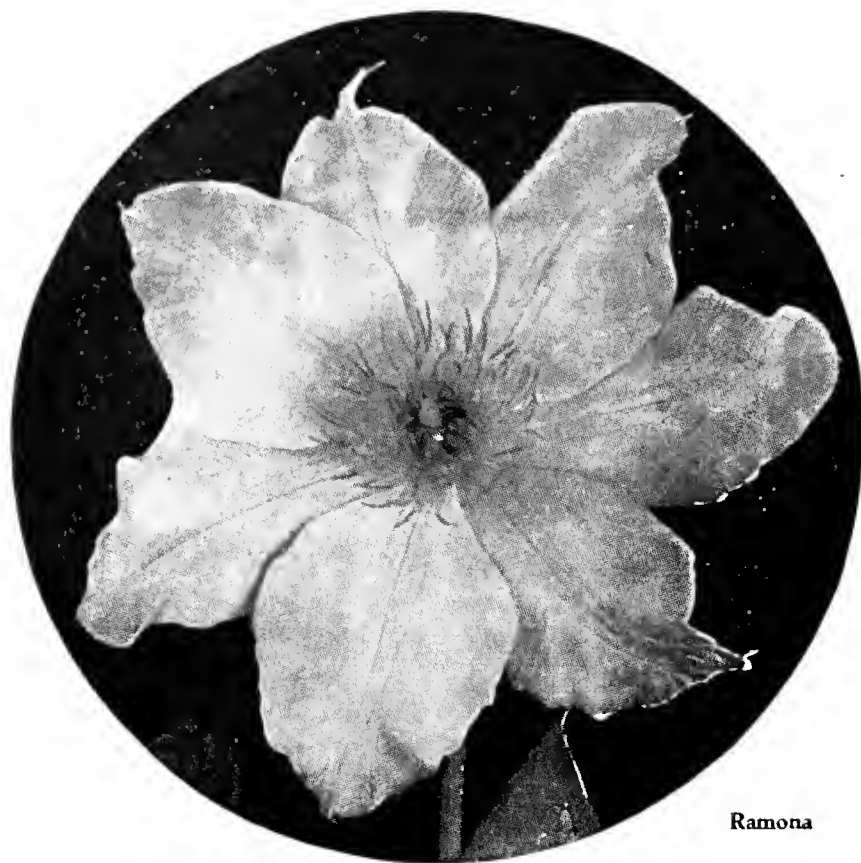


Buddleia Ile de France is really the variety that started Buddleias on the road to improvement. Just imagine rich purple spikes of flowers

12 inches and more in length—a thrilling beauty—bush completely covered with them. Grows 4 to 5 feet high with a corresponding spread. Bushes are fragrant and attract bevy of beautiful butterflies. Vigorous and easy to grow. Blooms from August to end of autumn. Best in full sun. Best if mulched in winter. Plant 3 to 4 feet apart.

PRICES: 50c each; 2 for 85c; 3 for \$1.10; 6 for \$2.00.

INDEX
Pages 4 and 5.



Ramona

RAMONA. This is a romantic lavender-blue Clematis with a romantic name and is indeed very beautiful. The attractive lavender-blue color is beautifully set off by a disc of darker anthers. Buds are short and pointed, petals are rounded and make a full flower. It makes a very vigorous growth and is a fine bloomer during the summer months. **PRICES:** \$1.00 each; 2 for \$1.85; 4 for \$3.50.

JACKMANI. Large velvety violet-purple flowers. Rapid, vigorous grower, often 10 feet high. Blooms heavily all summer till frost. Beauty improved by cutting back plants to 3 feet each season. Blooms June to October. Plant 6 to 8 feet apart. Good, well-drained soil. Likes sun and a normal amount of moisture. **PRICES:** \$1.00 each; 2 for \$1.85; 4 for \$3.50.

MME. EDOUARD ANDRE. Vigorous blooming, beautiful purplish red. Somewhat lower than some of the others (7 feet). Blooms June to October. Plant 6 to 8 feet apart. Requires good, well-drained soil. Likes sun and a normal amount of moisture. **PRICES:** \$1.00 each; 2 for \$1.85; 4 for \$3.50.

SUMMER-MUMS

New! See Pages
82A and 82B.

Beautiful Large Flowering Clematis

CLEMATIS MONTANA UNDULATA. Just imagine a whole beautiful blanket of lovely pink flowers! Imagine your porch or trellis covered with them! Use them for converting unsightly fences and trees into beauty spots. Hundreds of blossoms—yes, hundreds. Flowers are very similar to beautiful Anemone blossoms and the most delightful shell-pink you ever saw with pretty little, flossy yellow centers. You will love the refined, well-bred beauty of these blossoms. The foliage is a rich waxy green, dark and healthy. Grows 10 to 12 feet high. Clematis Montana Undulata has stood temperatures of 30 degrees below zero, unprotected. It is exceedingly hardy. Likes sunshine but gets along nicely with 3 or 4 hours each day. Easy to grow. Plant 8 feet apart.

PRICES:

All Clematis except Sweet Autumn Clematis

**\$1.00 each; 2 for \$1.85;
4 for \$3.50**

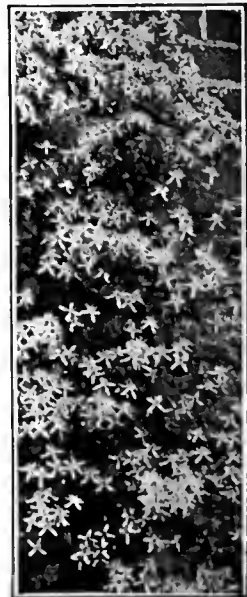
Sweet Autumn Clematis

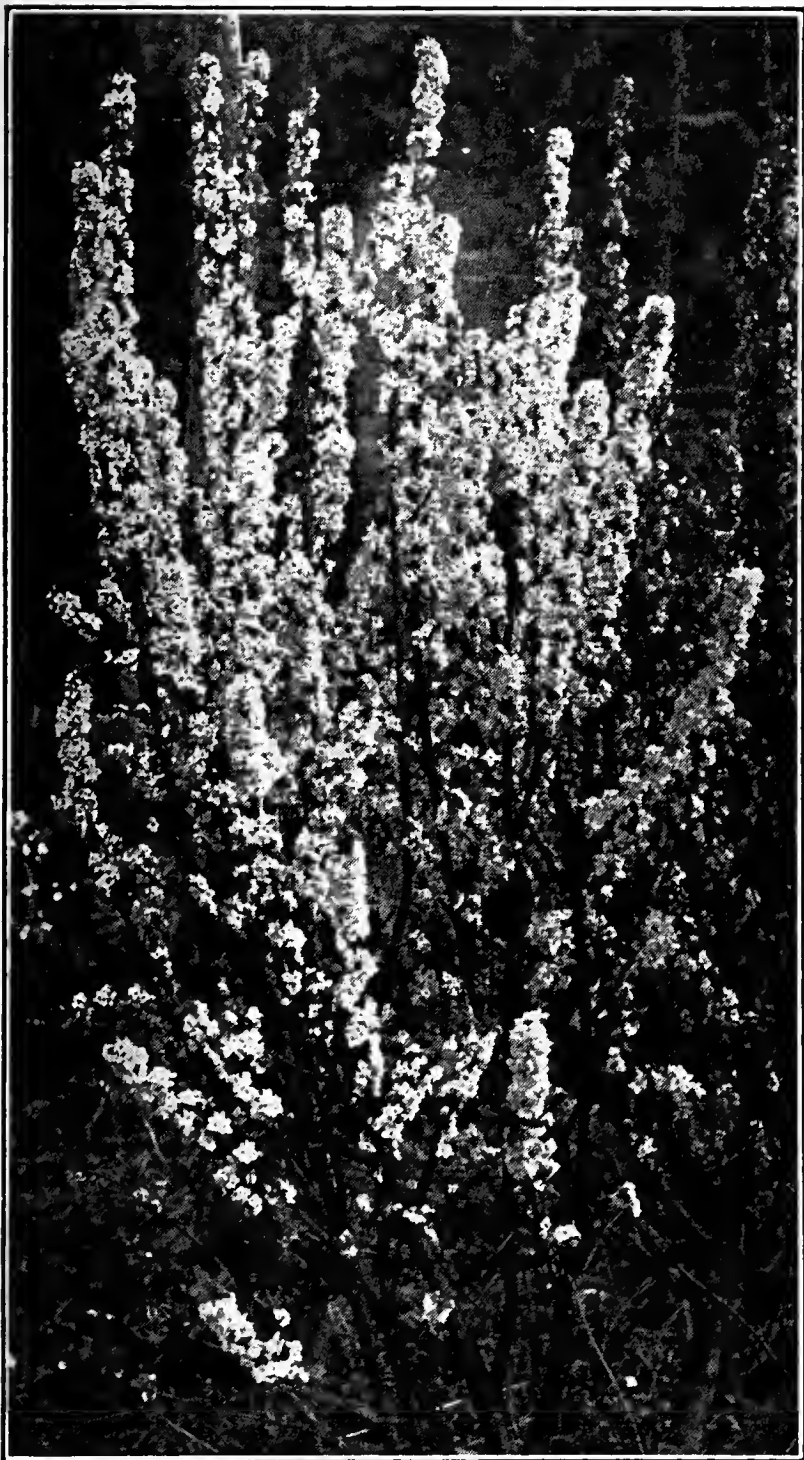
(*Clematis Paniculata*)

Not large flowering but a very graceful climber with myriads of tiny white blooms of rare and delightful fragrance. They are fragrant even at a distance. Blooms September. Planting distance, 8 feet. Requires good, well drained soil. Likes sun.

PRICES:

Each\$0.45
2 for80
4 for 1.45





Winter Daphne

(Daphne Mezereum)

It is not often that we are able to offer Kellogg customers as delightful a shrub as Winter Daphne. Here is a shrub that blooms with the earliest of early spring flowers. Snowdrops or Winter Aconites, and other early spring bulbs are not ahead of Winter Daphne in blooming season. Often indeed it blooms in February and for that reason is sometimes called by some nurseries February Daphne. In most climates it can be expected to flower in early March.

See further description of the flowers below.

PRICES:

1 for \$1.00
2 for \$1.85
4 for \$3.65

Fragrance! That is the charming part of all Daphnes, and Winter Daphne, like the rest of the family, has a delightful, and slightly spicy odor. The blooms occur in beautiful clusters along the stem as shown in the picture at the right, and are a delightful rosy shade in color. Picture above shows the upright growing habit of Winter Daphne. Shrubs at first will be 8 to 10 inches tall, but ultimately they reach a height of 3 to 4 feet. We highly recommend Winter Daphne to Kellogg customers.

PRICES: \$1.00 each; 2 for \$1.85; 4 for \$3.65.

Plants are all three years old. Each plant will come to you with roots wrapped in peat moss.



Plant More Shrubbery



CHRISTMAS BERRY (*Photinia villosa*). Beautiful shrub growing 8 to 12 feet high. Shiny green foliage turning to red in fall. Flowers are white. Blooms in June. Also highly prized for its brilliant red berries which are cut in early winter for bouquets. Photinia berries are highly profitable as they can be sold for winter bouquets. **PRICES:** 2 to 3 ft. stock, 85c each; 2 for \$1.59; 4 for \$2.95.

AMUR TAMARIX (*Tamarix amurensis*). Feathery green foliage. Tiny pink flowers before leaves appear. Grows 10 to 12 feet. Plant 5 to 6 feet apart. Blooms May-June. **PRICES:** 2 to 3 ft. plants, 55c each; 2 for 98c.

BEAUTY BUSH (*Kolkwitzia amabilis*). Great masses of delicate pink, fragrant flowers, May-June, gracefully drooping. Grows 5 to 8 feet. **PRICES:** 1½ to 2 ft. plants, 55c each; 3 for \$1.38; 6 for \$2.20.

DEUTZIA, PRIDE OF ROCHESTER (*Deutzia scabra*). White double flowers tinged with rose, June. 6 to 8 feet high. Plant 4 feet apart. **PRICES:** 2 to 3 ft. plants, 40c each; 2 for 70c; 3 for \$1.00.

EUROPEAN BURNING BUSH (*Euonymus europaeus*). Bright green foliage, clusters of bright yellow flowers, April-May, then crimson fruit till mid-winter. Leaves become beautiful scarlet with frost. Grows 15 to 20 feet, plant 8 feet apart. **PRICES:** 2 to 3 ft. plants, 55c each; 2 for 98c; 4 for \$1.77.

EUROPEAN CRANBERRY (*Viburnum opulus*). Magnificent spreading bush, white flowers, then showy scarlet fruit. Grows 10 to 12 ft. high. Blooms May-June. Plant 5 to 6 feet apart. **PRICES:** 18 to 24 in. plants, 55c each; 2 for 98c; 4 for \$1.77.

FERN-LEAF SUMAC (*Rhus typhina laciniata*). Deep lacinated fern-like foliage. Turns dazzling red in fall with showy red fruit. Plant 6 to 8 feet. Grows 10 to 12 feet high. **PRICES:** 2 to 3 ft. plants, 55c each; 2 for 98c; 4 for \$1.77.

GOLDEN BELL (*Forsythia spectabilis*). Beautiful yellow blossoms in early spring before foliage—beautiful. Grows 8 to 10 feet tall. Very hardy. **PRICES:** Strong, 2 to 3 ft. plants, 40c each; 2 for 70c; 3 for \$1.00.



Golden Bell

GOLDEN ELDER (*Sambucus nigra aurea*). Magnificent golden foliage; huge pure white flower heads; purple fruit. Grows 8 to 10 feet. Blooms June. Hardy. Plant 5 to 7 feet. **PRICES:** 2 to 3 ft. plants, 55c each; 2 for 98c; 4 for \$1.77.

GOLDEN SYRINGA (*Philadelphus aureus*). Grows only about 4 to 5 feet high, dense pretty yellow foliage, needs sunny exposure. Also fragrant, white blooms. Plant 2½ feet apart. **PRICES:** 12 to 15 inch plants, 55c each; 2 for 98c; 4 for \$1.77.

HONEYSUCKLE, GOLDFLAME. Climbing or can be pruned into broad, spreading shrub. Two-lipped blooms maroon-red on outside, the inside shading from light to deep golden yellow; delicate fragrance. Hardy; evergreen in mild climates. Foliage luxuriant gray-green. Does well in sun or partial shade. Ordinary soil. **PRICES:** 12 to 18 in., 2-yr. plants, 75c each; 2 for \$1.35; 4 for \$2.40; 6 for \$3.40.

FRAGRANT HONEYSUCKLE (*Lonicera fragrantissima*). Pinkish white sweet-scented flowers in April. Semi-evergreen foliage. Grows 6 to 8 ft. tall. Plant 5 ft. apart. **PRICES:** 2 to 3 ft. plants, 40c each; 2 for 70c; 3 for \$1.00.

PINK TARTARIAN HONEYSUCKLE (*Lonicera tatarica rosea grandiflora*). Bushy and upright, 8 to 10 feet high. Delicate pink blooms. Red berries in fall. **PRICES:** 2 to 3 ft. plants, 40c each; 2 for 70c; 3 for \$1.00.

SCARLET TRUMPET HONEYSUCKLE (*Lonicera sempervirens*). Vigorous climber, nearly evergreen. Trumpets brilliant scarlet-red. Plant 8 to 10 ft. apart. Blooms June-September. **PRICES:** 40c each; 2 for 70c; 4 for \$1.35.



and Glorify Your Home



White Snowberry

IMPROVED RED SNOWBERRY (*Symphoricarpos Chenaulti*). Pink and white flowers, in June, then loads of large coral-red berries. Grows 5 to 6 feet high. Plant 4 feet apart. **PRICES:** 2 to 3 ft. plants, 40c each; 2 for 70c; 3 for \$1.00.

JAPANESE SNOWBALL (*Viburnum tomentosum plicatum*). Large, perfectly formed snow-white flower balls. May and June. Grows 8 feet high. Plant 4 to 5 feet apart. **PRICES:** 1½ to 2 ft. plants, 95c each; 2 for \$1.65.

LEMOINE DEUTZIA (*Deutzia Lemoinei*). Very many single flowers on slender 4 to 5 foot bushes. Plant 3 to 4 feet apart. Blooms June. **PRICES:** 1½ to 2 ft. plants, 40c each; 2 for 70c; 3 for \$1.00.

RUSSIAN OLIVE (*Elaeagnus angustifolia*). Beautiful silvery foliage. Flowers, too, but foliage is main point of beauty. Grows 15 to 20 feet high. Plant 6 feet apart. **PRICES:** 2 to 3 ft. plants, 45c each; 3 for \$1.19.

SLENDER DEUTZIA (*Deutzia gracilis*). Grows only 2 to 3 feet high. White flowers in May and June. Hardy. Plant 2 to 2½ feet apart. **PRICES:** 12 to 18 in., 2-yr. plants, 40c each; 2 for 70c; 3 for \$1.00.

SNOWBALL (*Viburnum opulus sterile*). Immense globular flower clusters in May and June; 10 to 12 feet high. Plant 5 to 6 feet apart. **PRICES:** 15 to 18 in. plants, 50c each; 3 for \$1.25.

WHITE SNOWBERRY (*Symphoricarpos racemosus*). Delicate pink blossoms followed by clusters of waxy white berries until winter. Fine in shade. Grows 5 to 6 feet high. Plant 4 feet apart. **PRICES:** 2 to 2½ ft. plants, 40c each; 2 for 70c; 3 for \$1.00.

EXTRA PLANTS with your order

See Tinted Page

Opposite Page 10.



Weigela Rosea

RED WEIGELA (*Weigela, Eva Rathke*). Graceful, drooping branches covered with rich green foliage and from June until autumn fine sprays of crimson flowers. And it's red! A very fine shrub in group plantings or in your lawn. Grows approximately 5 feet tall. For hedges, plant them 4 feet apart. **Size of plants furnished, 1½ to 2 feet. PRICES:** 50c each; 3 for \$1.25; 6 for \$2.00.

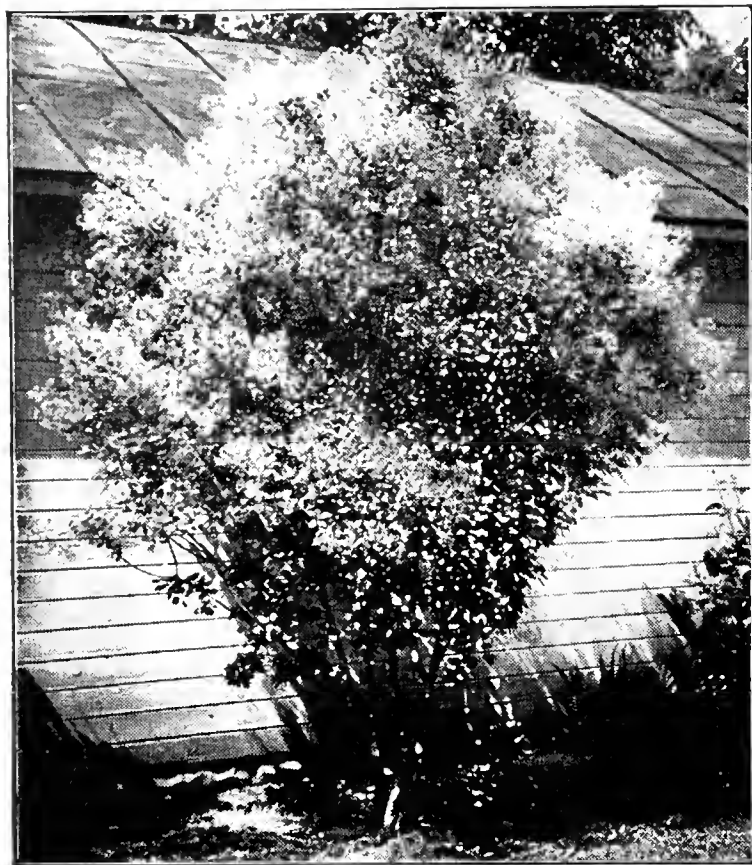
WEIGELA ROSEA (*Diervilla*). The most beautiful of all the Weigelas. Blossoms are a bright pink and appear in great abundance in June. Strong, rapid grower; ultimately reaches height of 8 to 10 feet. Very handsome in border background or hedge. Plant 4 to 5 feet apart. **PRICES:** Plants furnished 1½ to 2 feet. 40c each; 3 for \$1.00; 6 for \$1.75.



BRILLIANT FIREBERRY

(*Aronia arbutifolia brilliantissima*)

This rare shrub is quite magical. Leaves are dark bronze-purple on top, and silvery green below, and the silvery under sides flash and sparkle magically in the breeze. Brilliant, fiery red berries in fall and winter. Fine for winter bouquets. People will ask what your Brilliant Fireberry is, and where you got it. Erect, upright, beautiful in shape, grows 6 to 8 ft. high. Very hardy. **PRICES:** Strong 2-year-old, 18 to 24 inch plants, \$1.00 each; 2 for \$1.85; 4 for \$3.50.



2 Smoke Tree \$1.65

(*Rhus cotinus*—Purple Fringe)

Just like a big, beautiful puff of purple smoke. Grows 8 to 10 feet high; can be trained to tree form or shrub as desired. Glossy green leaves; smoky colored panicles of feathery flowers, June to September. Planting distance 5 feet. Plant full sun for best blooming. Attracts much favorable attention.

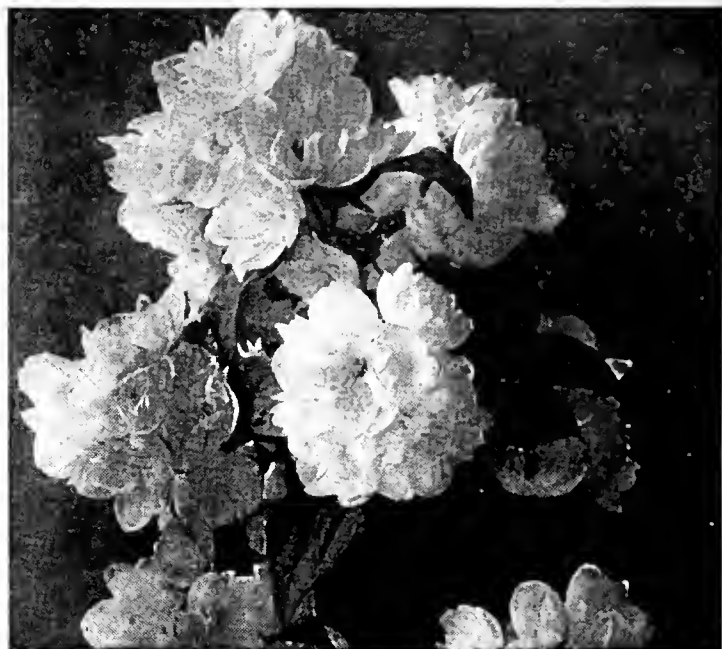
PRICES: 85c each; 2 for \$1.65; 4 for \$2.95.



Hydrangea A. G.

2 HYDRANGEA, A. G., 70c. (Hills of Snow)

Midseason. Large clusters of pure white flowers in August. Grows 5 to 6 feet high. Blooms July and August. Likes rich soil and abundant moisture. Blooms on new wood. Prune severely each spring. Plant 3 to 4 feet apart. PRICES: Strong, 15 to 18 in. plants, 40c each; 2 for 70c; 3 for \$1.00; 4 for \$1.25; 6 for \$1.65.



2 Mock Orange 89c

(Also known as Virginal Mock Orange and Philadelphus Virginal). **EVERBLOOMING.** Grows 8 to 10 feet high and produces clusters of fragrant, double flowers like those above in June and later. Also blooms intermittently until fall. PRICES: Size 2 to 3 ft., 50c each; 2 for 89c; 4 for \$1.57.

Here Are
Four of
the Most
Beautiful
and Most
Unusual
Orna-
mental
Shrubs
You Can
Find



Hydrangea P. G.

2 HYDRANGEA, P. G., 70c.

Immense blooms like those shown above. Perfect hardiness. After being a thing of beauty during the fall, its pinkish white blooms make fine winter bouquets. Ultimate height 5 to 7 feet. Blooms on wood of current season's growth. Prune severely each spring. Plant 4 feet apart. PRICES: Strong, 11½ to 2 ft., 2-yr. plants, 40c each; 2 for 70c; 3 for \$1.00; 4 for \$1.25; 6 for \$1.65.



Japanese Quince

JAPANESE QUINCE (*Chaenomeles lagenaria*—*Cydonia japonica*). A real blaze of brilliant scarlet in early spring. Flowers appear before foliage. Make an amazing hedge—grow 6 to 8 feet high. Blooms April. Plant 4 to 5 feet apart. **PRICES:** 18 to 24 inch plants, 45c each; 3 for \$1.10; 6 for \$1.85.



Scotch Heather

SCOTCH HEATHER (*Calluna vulgaris*). Hundreds of pretty bell-shaped flowers in pink and unusually pretty foliage. Ultimate height 2 feet. Blooms August-September. Likes acid soil. Give winter protection. Plant 15 to 18 inches apart. **PRICES:** 75c each; 2 for \$1.39; 4 for \$2.35.



Spirea Van Houttei

SPIREA VAN HOUTTEI (*Bridal Wreath*). Masses of white blooms in May. Beautiful drooping effect. Grows 8 feet high. Plant 4 to 6 feet apart. **PRICES:** Size 1½ to 2 ft., 3-yr. plants, 25c each; 3 for 69c; 6 for \$1.19.

Size 2 to 3 ft., 30c each; 3 for 83c; 6 for \$1.50.

SPIREA ANTHONY WATERER (*Spiraea bumalda*). Grows only 2 to 3 feet high, pinkish red flowers in June. Plant 2½ feet apart. **PRICES:** 45c each; 3 for \$1.10; 6 for \$1.85.

PINK SPIREA (*Spiraea Billiardi*). Grows 5 to 6 feet. Pink flowers in spikes. July and August. **PRICES:** 2 to 3 ft. plants, 45c each; 3 for \$1.10; 6 for \$1.85.

SWEET SHRUB (*Calycanthus floridus*). Shiny green leaves and unique, aromatic, chocolate-brown flowers, in May and June. Grows 6 to 8 feet high. Plants furnished 1½ to 2 ft. **PRICES:** 1 for 45c; 3 for \$1.10; 6 for \$1.85.



Sweet Shrub

Extra Plants

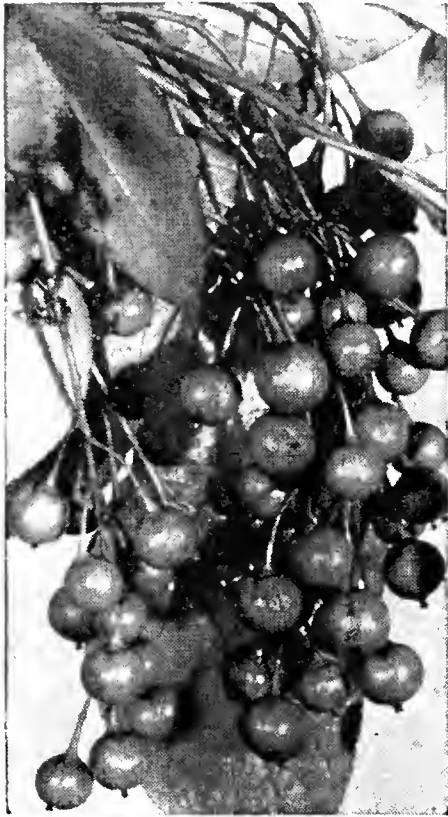
See page opposite page 10.

ALTHEA, ROSE OF SHARON (*Hibiscus syriacus*). Blooms August and September. Can be grown as a tree or shrub. If you wish a tree,

select the strongest and most upright branch and prune off everything below where you want the branches to form from then on. Prune early spring. Can be used as a fine hedge. Ultimate height 12 to 15 feet. Mulch in winter. Plant 4 to 5 feet apart. Red, pink, or white; state color. **PRICES:** 1½ to 2 ft., 45c each; 2 for 80c; 3 for \$1.10.



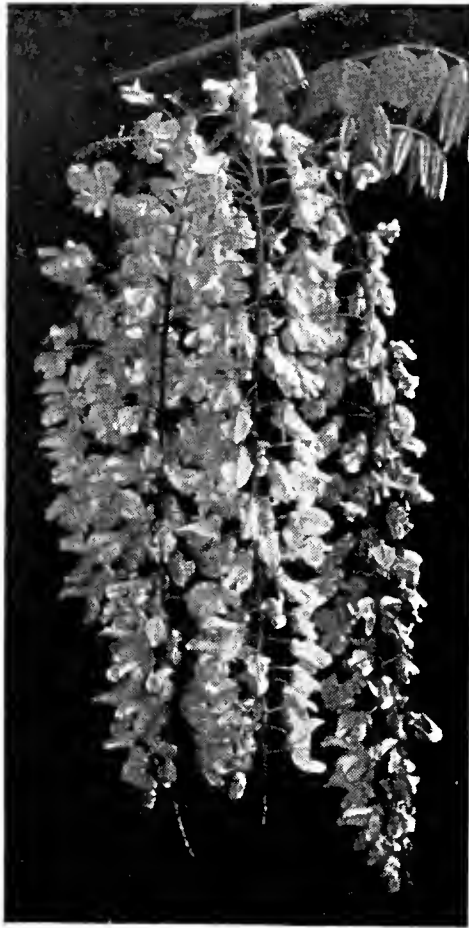
Kellogg's Climbing Vines



2 Bittersweet

(*Celastrus scandens*) **85c**

Why roam the countryside looking for Bittersweet, when you can have it right in your own yard. Bittersweet gives you wonderful orange-crimson fruit in winter, and beautiful orange-red flowers in summer. Should be grown on a support. Very hardy. Plant 8 to 10 feet apart. Grows well in shade. Ultimate height 20 feet or more. Can prune as desired. Should be planted in pairs or more to insure fruiting. **PRICES:** 50c each; 2 for 95c; 4 for \$1.75.



2 Quick Blooming Chinese Wisteria

(*Wisteria sinensis*) **\$1.85**

Flowers produced in immense purplish blue clusters. Blooms in May and June, and with these quick-blooming plants you can often have blooms 1 year from planting. One of the most beautiful and permanent of climbing vines. Planting distance 8 to 10 feet. Grows 15 to 20 feet high. **PRICES:** \$1.00 each; 2 for \$1.85; 4 for \$2.55.



2 Silver Lace Vines

(*Polygonum auberti*) **80c**

Silver Lace Vine is indeed the right name for this beautiful plant, for it is completely covered all summer and fall with myriads of snowy white flowers. Fast grower. Beautiful for pergola, fence or unsightly objects; often grows 20 feet in one season. Planting distance 8 to 10 feet. Full sun. Protect roots in winter. Supply is decidedly limited, so order at once. **PRICES:** Field-grown plants, 45c each; 2 for 80c; 3 for \$1.10; 6 for \$1.95.



Hall's Japan Honeysuckle

EVERGREEN BITTERSWEET

(*Euonymus radicans vegetus*). Sturdy. Large, shiny green leaves and showy orange fruit. Climbs any surface without support. An excellent ground cover. Plant 5 ft. apart as a climber, 2½ ft. as a ground cover. **PRICES:** 87c each; 2 for \$1.65; 4 for \$3.00.

HALL'S JAPAN HONEYSUCKLE

(*Lonicera japonica Halliana*). Strong growing; nearly evergreen. Highly fragrant white blooms which turn to yellow. Blooms June-Sept. Plant 6 to 8 ft. apart. **PRICES:** 40c each; 2 for 72c; 4 for \$1.35.

Other Vines

VIRGINIA CREEPER or AMERICAN IVY

(*Ampelopsis quinquefolia*). Clings to walls or any support. Dense green foliage turns bronzy red in autumn. Very hardy; very beautiful. Plant 8 to 10 ft. apart. **PRICES:** 40c each; 3 for \$1.00.

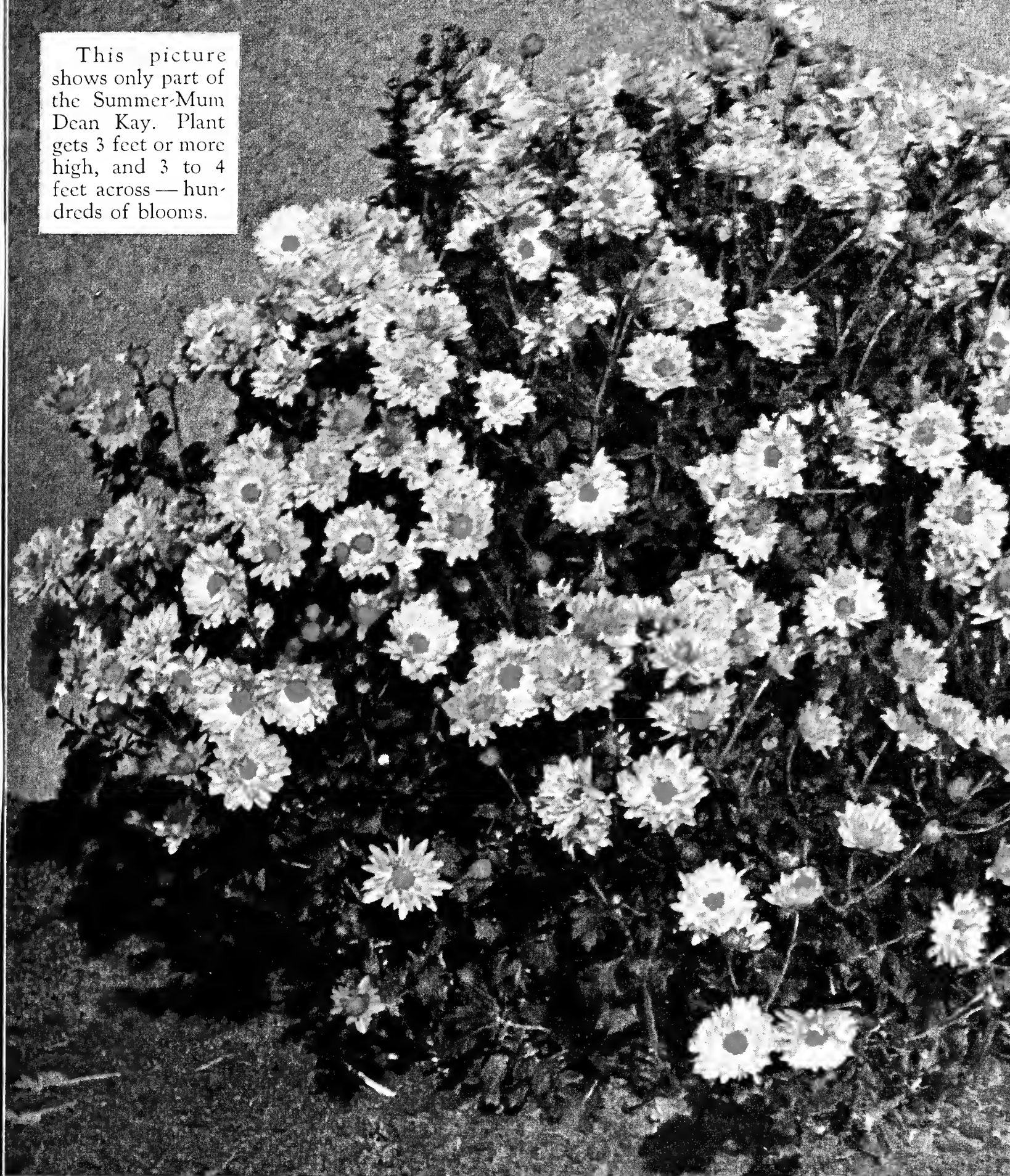
BOSTON IVY

(*Ampelopsis tricuspidata*). Clings to any surface. Its large leaves completely cover any surface desired. Plant 8 to 10 ft. apart. **PRICES:** 50c each; 2 for 90c; 4 for \$1.60.

A BARGAIN IN PHLOX

See page 10B.

This picture shows only part of the Summer-Mum Dean Kay. Plant gets 3 feet or more high, and 3 to 4 feet across — hundreds of blooms.



The picture above shows the exceedingly large number of blooms you will get from a single Dean Kay Summer-Mum. A single plant will produce several hundred flowers at a time.

IMPORTANT:—Turn the page and see the picture of Dean Kay blossoms for correct color. The picture above was taken outdoors where lighting—so important to good color photography—was poor. The picture on the other side was taken under ideal conditions and shows the correct color quite accurately.

OVER—SEE OTHER SIDE



Kellogg's Summer-Mums

TRADE MARK

Dean Kay, the first of Kellogg's Summer-Mums, gives beautiful flowers by the hundred just when you need them most.

Just imagine this new flower in your garden. Gives you loads of big radiant blooms, starting in July when flowers are scarcest everywhere! Flowers continue by hundreds until stopped by heavy frost—light frost will not stop them.

Beautiful—Hardy!

Summer-Mum Dean Kay blooms are beautiful, rich pink in coloring, with lovely yellow centers and stay constant in color. They are excellent as cut flowers, and ideal for landscaping because of their very many blooms. **VERY HARDY!** The plant has been tried in various parts of the United States, including points in Maine, and has been found **EXCEPTIONALLY HARDY.**

Summer-Mum Dean Kay is new this year. And friends and neighbors will stop and wonder what it is and where you got it when they see this unusual display, at a time when gardens around are dull and often without blooms of any kind.

Prices:

1 for	\$1.00
2 for	1.85
3 for	2.70
6 for	5.25

Strong, potted plants with ball of earth on roots.

Dean Kay Summer-Mum

Blossoms of Dean Kay are about two inches across, and uniform in color. Long, sturdy stems; strong, healthy foliage—**exceptionally hardy everywhere.** Plants get as high as three feet, and often grow three to four feet across. It is literally loaded with hundreds of blooms at one time throughout the season. **PRICES:** 1 for \$1.00; 2 for \$1.85; 3 for \$2.70; 6 for \$5.25. Strong, potted plants with ball of earth on roots.

Order Early!

We considered Summer-Mum Dean Kay so important that we added extra pages to our catalog to show it. But, because this is the first year, the supply is limited and we urge you to order yours at once while we still have them.

PRICES: 1 for \$1.00; 2 for \$1.85; 3 for \$2.70; 6 for \$5.25. Strong, potted plants with ball of earth on roots.

Please use the order blank
at the right, or tabulate neatly.

PAYMENT in full should accompany all orders of \$5.00 or less. With larger orders you may send one-third with order, balance when you want shipment. **No C.O.D.**

If there is no express office in your town, write name of nearest express town and distance from you.

TIME . . .

It is best to leave the shipping time to us, since this varies from year to year, but you may check the approximate time you want the plants shipped at the right, and we will ship between the dates indicated. **Check REGULAR if you want us to use our own judgment.**

SEND MONEY by postal, express or bank money order, or registered letter. Unregistered currency sent at your risk.

**SEE OTHER SIDE OF SHEET
FOR FURTHER IMPORTANT
INSTRUCTIONS.**

Don't Forget

\$1

Value
FREE

of extra charge
with a \$5 cash or-
der . . . see tinted
page in front of
book.

ORDER BLANK

R. M. Kellogg Co.

THREE RIVERS, MICH.

Cash \$

Cl. \$

St. \$

M. O. S.

Ship to
(Name)

Address

Town

State

Express

Office

Distance

Miles

SHIP

☐ Mar. 15 to 31

☐ Apr. 16 to 30

☐ After May 10

☐ Apr. 1 to 15

☐ May 1 to 10☐ REGULAR[illegible]

If necessary, continue order on other side.



Grow Small FRUITS for Pleasure-Profit

write for
FREE Catalog

Everyone who has a piece of ground 20 feet square or larger should have this book. Your own home-grown small fruits—Strawberries, new Boysenberries, Grapes, and others—are far more delicious than any you can buy.

PROFITS, TOO!

The new Boysenberry is a big profit maker. So is the new Golden Muscat Grape—hardy in the North. Strawberries, Asparagus, and Rhubarb are always money-makers.

NEW DRY LAND BLUEBERRIES!

New cultivated Blueberries—new methods of dry land culture—PROFITS! Be the first to grow them. Book tells how.

GROW FOR COLD STORAGE

New quick-freeze cold storage plants—personal lockers—are sweeping the country, and soon doubtless one will be in your town. Now you can grow your own small fruits in the summer, put them in quick-freeze storage, and have them fresh and delicious in the winter. The new quick-freeze method does not injure the fruit at all—it is just as delicious as when it comes from the vine.

WRITE A POSTCARD

Mail us a postcard asking for “Kellogg’s Great Crops of Strawberries and Other Fruits”. Free and postpaid. Address your card to address below for quickest attention.

R. M. KELLOGG CO.

Dept. 202, Three Rivers, Mich.

GUARANTY

We guarantee stock to be just as represented or orders refilled free; we further warrant all stock to be carefully packed and shipped in good growing condition, and if this stock is properly and carefully planted, watered, and cared for, it will grow and give satisfactory results.

We cannot guarantee continuous growth since this depends upon the care you give the plants and also upon your local conditions. However, where failure of plants to grow is due to arrival in poor condition, we will replace the unsatisfactory plants without charge, providing reports are received prior to June 30th.

No refills will be made for failure of plants after June 30th unless a preliminary report is received prior to that date.

It is mutually agreed that in any event we will not be liable for more than the purchase price of the stock.

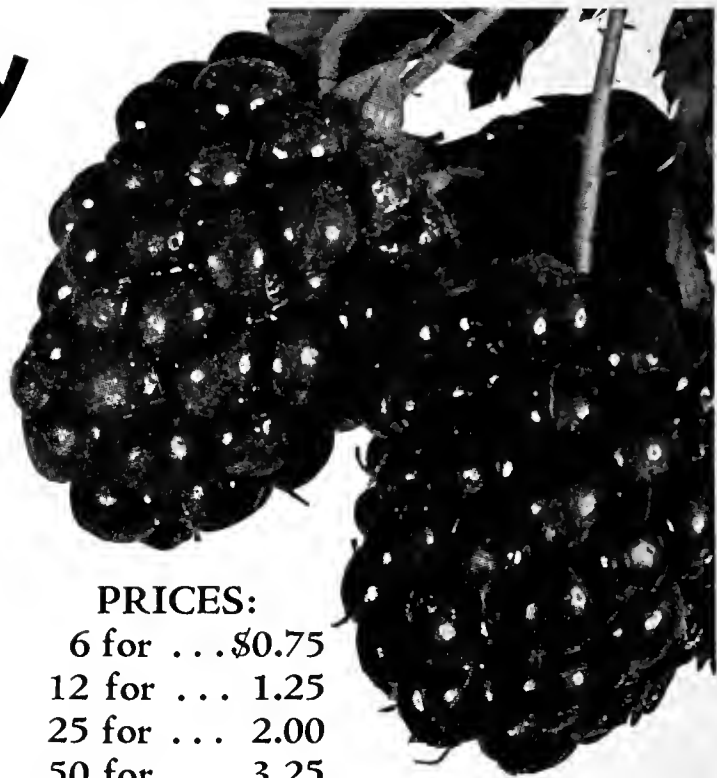
Refills per this guaranty will be made during the current shipping season if reports are received in time. Otherwise they will be made during the following season. Plants and other nursery stock sent as ordered, and received in good condition, cannot be returned for credit and we accept no obligation for their return.

R. M. KELLOGG CO., Three Rivers, Mich.

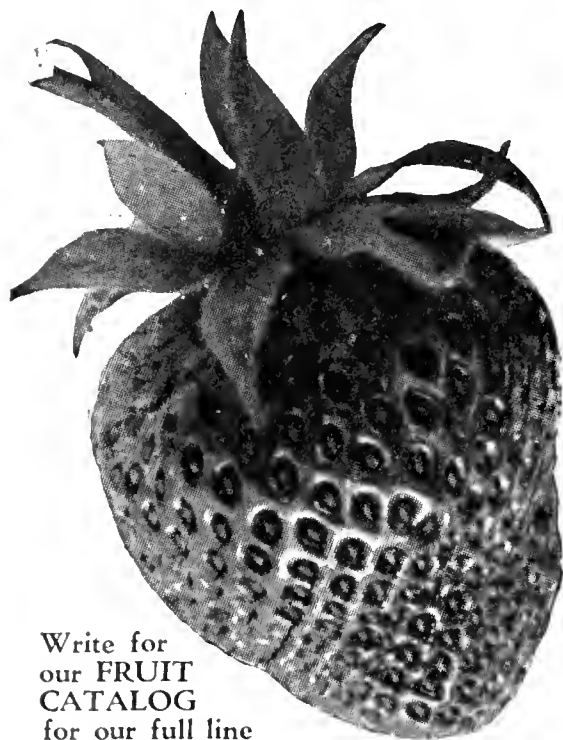
New Boysenberry

Combined Flavor of
Blackberry, Raspberry, and Loganberry

This amazing new berry grows on a trellis—just like grapes—and has a most remarkable flavor! Flavor is like that of Blackberries, Raspberries and Loganberries combined. Better than Dewberries or Loganberries. Very huge in size, berries about 1 inch in diameter by 2 inches long—and beautiful in their rich purplish coloring. We have a special hardy strain that stands temperatures well below zero. Bears one year after planting. Order at least six for a good trellis.



PRICES:	
6 for ...	\$0.75
12 for ...	1.25
25 for ...	2.00
50 for ...	3.25
100 for ...	5.85



100 Everbearing Strawberry Plants

Home grown berries are always better than shipped in berries—your own are better than any others you can get. A small Strawberry garden is very little trouble, and will produce all the berries you need for home use. We send you 100 Everbearing Strawberry plants, fruit both spring and fall—our choice, from among our varieties, which are the best. These plants would cost you much more if ordered by variety.

\$1.35

PRICES: 100 for \$1.35; 200 for \$2.35.

FREE: We will send you a copy of our book "The Key to Strawberry Profits" free and postpaid with your order for Strawberry plants, if you ask for it.

Write for
our **FRUIT**
CATALOG
for our full line

Lucretia Dewberry

A fine delicious fruit, large berries. Early, particularly free from diseases. Easily grown. Fine for pies, shortcakes, canning or fresh from the vine.

PRICES: Fine one-year plants, 12 for 65c; 25 for 90c; 50 for \$1.50; 100 for \$2.45.



100 June Strawberry Plants

95c

200 for \$1.35

Strong, healthy plants. "The Key to Strawberry Profits" free if you ask for it.

50-50

50 EVERBEARING PLANTS

and

50 JUNE BEARING PLANTS

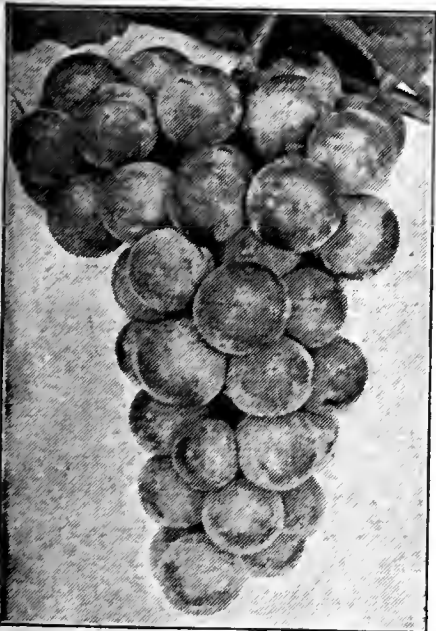
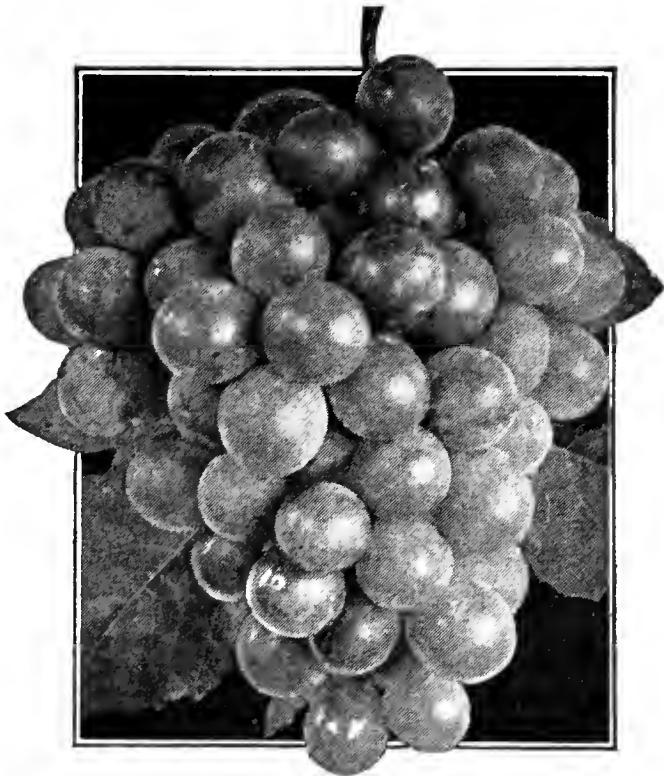
Gives you the best berries both spring and fall.

\$1.15

Golden Muscat Grape—Hardy

Just like the delicious Muscat Grapes of California—
BUT HARDY IN THE NORTH!

Golden Muscat is a cross between the White California Muscat Grape and our hardy Northern varieties. Will grow anywhere that other varieties of Northern Grapes can be grown. Making a big success commercially as well as for home use. The Grapes are delicious, large and meaty, and have only a few seeds which loosen easily from the pulp. Bunches are large and heavy. Flavor fine. **PRICES:** Golden Muscat Grape, 95c each; 2 for \$1.65; 4 for \$2.95.



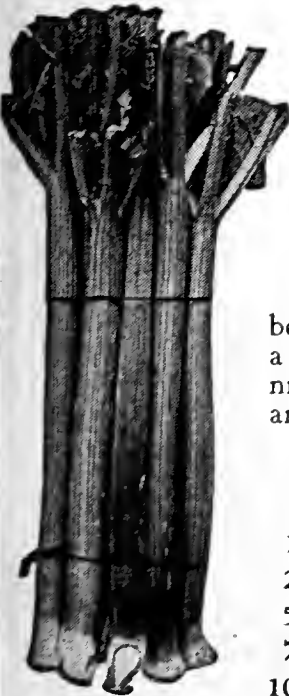
New! Seedless Concord Grape

Plant two or more of this new **SEEDLESS** Concord Grape in your back yard, and have a delight you have never had before. Just like the famous standard Concord in flavor, richness and coloring, but **NO SEEDS**. Who wants to chew seeds! Not I! Not you! Let's try the new seedless variety.

PRICES: Strong, 2-year-old plants, \$1.00 each; 2 for \$1.85; 4 for \$3.55.

Write for
our catalog
of fruits —
FREE

for other
Grapes,
see page 83.



Giant Victoria Rhubarb

Victoria Rhubarb is the best variety of all. This is a red variety. Roots furnished are extra strong and large.

PRICES:

6 for	\$0.65
12 for	1.00
25 for	1.79
50 for	2.69
75 for	3.85
100 for	4.95

Washington Asparagus

Giant rust-proof variety—big crops — tender, juicy, plump stalks in one year. A big crop every year for 20 years thereafter. Requires very little work and attention.

PRICES:

	1-yr.	2-yr.
12 for	\$0.35	\$0.55
25 for45	.70
50 for65	1.05
100 for	1.15	1.75
200 for	1.95	2.85
500 for	3.50	5.25
1000 for	5.75	8.50



Other Fruit Trees

Here are the best groups of fruit trees for home gardeners. Fruit trees work into your landscaping attractively, and give you extra value for your money.



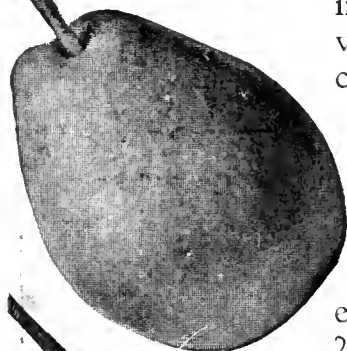
2 PEACH TREES \$1.00

One early, one late. 1-year-old trees (the best for planting), 7/16 in. caliper.



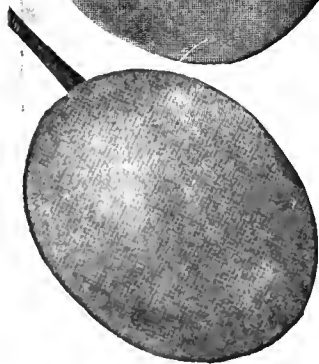
2 CHERRY TREES \$1.65

One sweet, one sour. Trees 7/16 in. caliper. Best varieties, our choice.



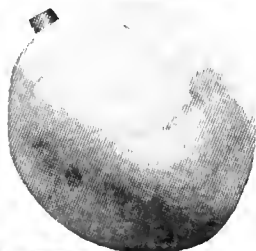
2 PEAR TREES \$1.25

Each a different variety; large, 2-year trees, 7/16 inch caliper.



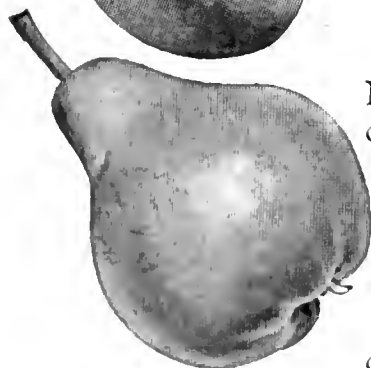
2 PLUM TREES \$1.75

Each a different variety. Fine, 2-year trees, 7/16 to 9/16 in. caliper.



2 MOORPARK APRICOT TREES \$1.75

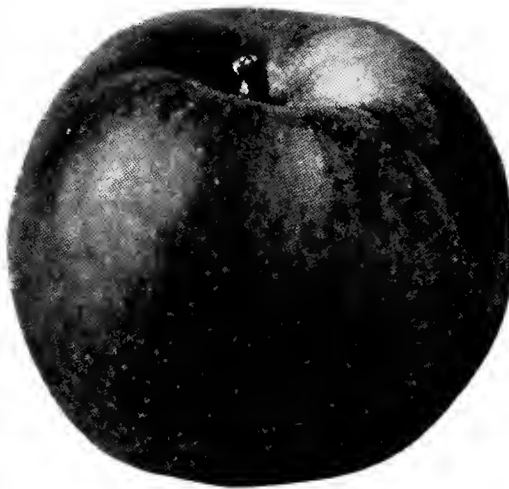
Hardy in the North, 7/16 in. caliper.



2 QUINCE TREES \$1.75

Trees 7/16 in. caliper or larger.

Apple Trees for Beauty



We not only recommend Apple trees for their fine, healthful fruit, but also for their beauty.

Just look at the front cover of our catalog, and see the fine beautiful blossoms. These are blossoms of a fruiting Apple tree.

Apple trees work nicely into your landscape plans, and give you bushels of delicious, healthful fruit.

Blossom Queen Apple Group

3 Trees \$175

Here are three good, strong Apple trees for you, each a different variety, and properly mated for best fruiting. Trees are all two years old, 7/16 in. caliper or larger, well branched and heavily rooted.

- 1 Early Apple —(eating)
- 1 Fall Apple —(eating and cooking)
- 1 Winter Apple —(eating and cooking)

SPECIAL PRICE
all three for

\$175



Be sure to write for our fruit catalog if interested in fruits for profit.

Kellogg's Evergreens



Irish Juniper



Colorado Spruce



Pfitzer's Juniper

PFITZER'S JUNIPER (*Juniperus chinensis Pfitzeriana*). Perfect feathery, light green foliage undercast and tipped silver-gray. Grows 3 to 4 feet wide and high. One of the most striking of all evergreens. Full sun or semi-shade. Likes rich soil. Plant 5 to 6 feet apart. **PRICES:** 9 to 12 inch, mailing size, 50c each; 2 for 89c; 4 for \$1.59.

COLORADO SPRUCE (*Picea pungens glauca*). Foliage has slightly bluish cast. Slow growing. Plant 12 to 15 ft. apart. Grows 40 feet or more unless pruned. **PRICES:** 8 to 12 inch, mailing size, 65c each; 2 for \$1.17; 4 for \$1.85.

JUNIPER HIBERNICA (*Irish Juniper*). Narrow, stiff, upright, gray-green, reaching 8 to 10 feet high and 12 to 18 inches across. Plant 4 to 5 ft. apart. **PRICES:** 9 to 12 in., mailing size, 50c each; 2 for 89c; 4 for \$1.59.

JAPANESE YEW (*Taxus cuspidata*). Dark green, waxy foliage. Stands dense shade, heat and cold. Fruit bright scarlet. Easily trimmed. One of the most beautiful evergreens. Grows 6 to 8 ft. unless pruned. Hardy. Plant 5 to 6 feet apart. **PRICE:** 8 to 10 inches, 65c each; 2 for \$1.17; 4 for \$1.85.



Pecans in the North

HARDY NORTHERN PECANS (Seedling Stock). Ideal for those who feel they cannot afford the more expensive grafted Hicans. Nut is large, shell thin. Kernels come out freely and are unusually plump and of fine quality. Pecan trees are ornamental as well as fruitful. A safe strain for the North. **PRICES:** 4 to 6 ft., 1 for \$1.00; 2 for \$1.85.

McCALLISTER HICAN. Cross, Pecan-Hickory. Fruits very young. Fine for ornamental planting. Large nuts—yield good flavored kernels, hickory flavor. **PRICES:** Hardy grafted stock, 3 to 4 ft., 1 for \$4.50.

OHIO WALNUT. Grows fast. Beautiful ornamental. Many have nuts 2 years after set. Nuts large. Shell thin. Kernel white, plump. **PRICES:** 3 to 4 ft., 2-year grafts, 1 for \$2.50.



Hican

Need Hedges? Here they are!



JAPANESE BARBERRY (*Berberis Thunbergi*). Prickly, keeps dogs away. Green foliage turns red in fall; red berries in winter. Grows 4 to 5 feet high. Plant 2 to 2½ feet apart. Hardy. **PRICES:** 3-year plants, 12 to 15 inches, 6 for \$1.25; 12 for \$2.38; 25 for \$4.05.

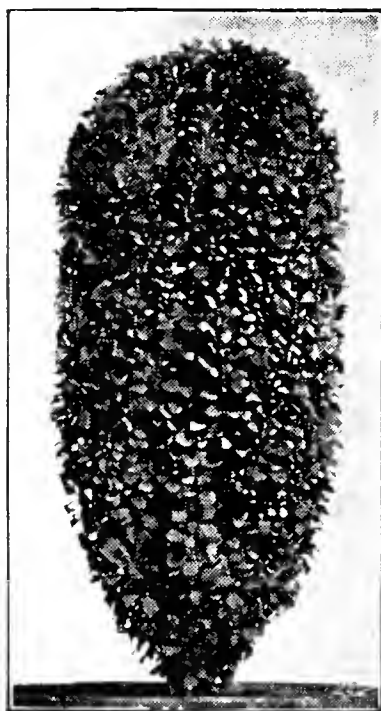
Size 18 to 24 inches, 6 for \$1.57; 12 for \$2.98; 25 for \$5.07.

Don't overlook Truehedge Columnberry when ordering plants for hedging. See description directly below.



RED LEAVED BARBERRY (*Berberis Thunbergi Atropurpurea*). Rich bronze-red foliage turns red in summer and autumn. Red berries in winter. Plant in full sun. Grows 4 to 5 feet tall. Plant 2 to 2½ feet apart. **PRICES:** Size 12 to 18 inches, 3-year, 6 for \$1.52; 12 for \$2.90; 25 for \$4.93.

Size 18 to 24 inches, 6 for \$1.91; 12 for \$3.63; 25 for \$6.08.



Truehedge Columnberry UPRIGHT Needs but little Care

(*Berberis thunbergi erecta*)
(Plant Patent No. 110)

R. M. Kellogg Co.,
Authorized Distributors

PRICES

	12"-15"	15"-18"	18"-24"
1 ...	\$ 0.30	\$0.35	\$0.45
5 ...	1.25	1.40	1.65
25 ...	5.00	5.75	7.00
100 ...	17.00	20.00	25.00
250 ...	37.50	45.00	57.50

Plants grow upright in columnar form and require practically no pruning. Foliage is dense, heavy and evenly distributed from the ground up. Hardy, drought resistant, disease resistant. Has briars. Ultimate height 4 to 6 feet if left unpruned. Blooms May followed by red berries well up to winter. For hedge plant 12 to 14 inches apart. For groups 2 to 2½ feet. Thrives in sun or partial shade.

IMPORTANT: Truehedge Columnberry may be pruned, or it is exceedingly attractive unpruned. A real labor saver. Easy to grow!

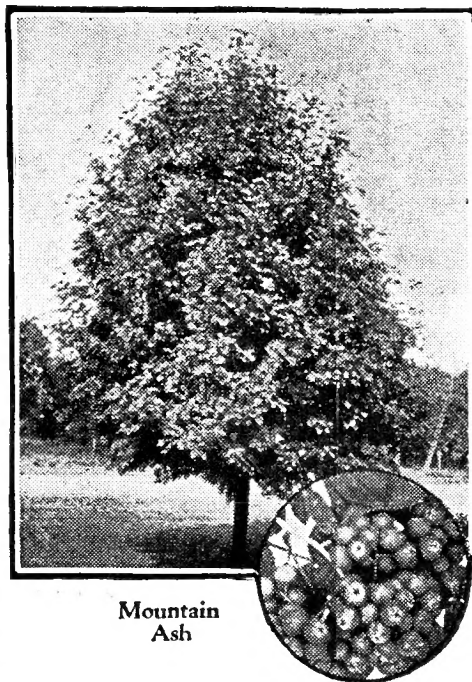


REGEL'S PRIVET (*Ligustrum ibota regelianum*). Hardy. Dark green, glossy leaves. Uniform, spreading grower. Requires little pruning. Fine for groups, foundations, hedges. Grows 4 to 6 feet high unless trimmed or sheared. Plant 2 to 2½ feet apart. White flowers followed by black berries. **PRICES:** Size 12 to 15 inch, 5 for 75c; 10 for \$1.35; 25 for \$2.95.

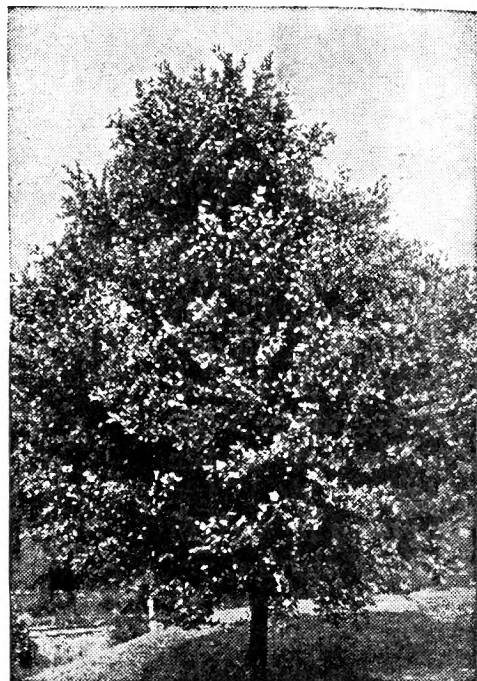


AMUR RIVER PRIVET (*Ligustrum Amurense*). The hardiest formal hedge. Plant about 1 foot apart in single row and 9 inches in staggered row. Does well in full sun or partial shade. This is the Amur River North. **PRICES:** 12 to 18 inches, 10 for 85c; 25 for \$1.78; 50 for \$2.75; 100 for \$4.95.

Ornamental Shrubs and Trees



Mountain
Ash



CUT-LEAF WEEPING BIRCH (*Betula alba pendula*). Shiny white bark, graceful, drooping branches, and lacinated foliage. Grows 30 to 35 feet high. Best in moist location. Plant 20 feet apart. **PRICES:** 5 to 7 ft. trees, \$3.50 each; 2 for \$6.45.

MOUNTAIN ASH (*Sorbus aucuparia*). Clusters of orange-red berries in summer. 25 to 30 feet high. Plant 15 to 20 feet apart. **PRICES:** 4 to 6 ft. trees, \$1.00 each; 2 for \$1.85.

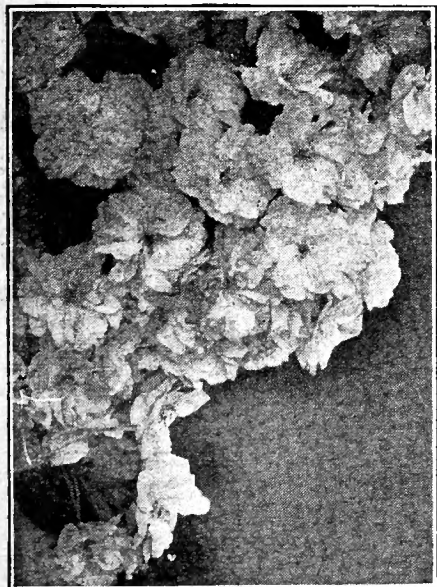
CHINESE ELM (*Ulmus pumila*). Extremely hardy. Pretty dark green leaves on pendulous branches. Makes dense shade even when young. May be sheared in formal design if desired. Ultimate height 40 to 50 feet. Thrive most anywhere. Plant 30 to 35 ft. apart. **PRICES:** 5 to 6 ft. trees, 70c each; 2 for \$1.25; 4 for \$2.35.

Ornamental Trees

BRONZE GLORY (*Prunus cistena*). Leaves brilliant carmine in early spring; change to deep maroon in summer with a bronzy metallic sheen. Beauty lasts all spring and summer. Beautiful pink flowers in May. Grows 15 to 18 feet high. Plant 5 to 6 feet apart. **PRICES:** 2 to 3 ft. trees, \$1.00 each; 2 for \$1.85; 4 for \$3.55.

DOUBLE FLOWERING CHERRY (*Prunus cerasus*). Flowers are double and pink, occurring in May. Grows 15 to 25 feet high. Plant 10 feet apart. Requires rich, well drained soil. Likes sun. **PRICES:** 2 to 3 ft., \$1.75 each; 2 for \$3.35.

FLOWERING ALMOND (*Prunus glandulosa albiplena*). Is covered with double pink blooms in May. Ultimate height 4 to 5 feet. Likes full sun. Grows in any good soil. **HARDY.** Plant 3½ to 4 feet apart. **PRICES:** 18 to 24 in., 50c each; 2 for 85c; 4 for \$1.50.



Flowering Almond

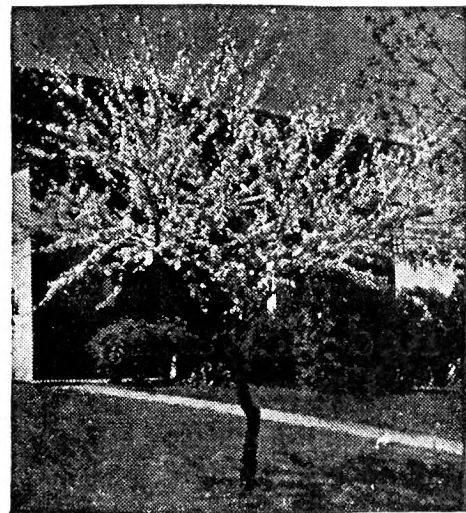
FLOWERING PEACH (*Amygdalus rubra plena*). This is a beautiful red-flowering variety. Stems literally loaded with beautiful double blooms in May. Fine for cutting. Ultimate height 15 to 20 feet. Plant 10 to 12 feet apart. **PRICES:** 2 to 3 ft., sturdy trees, 60c each; 2 for \$1.10; 4 for \$2.00.

LOMBARDY POPLAR. (*Populus nigra italica*). Tall spire shape. Plant 8 to 12 feet apart. Grows 60 to 70 feet. **PRICES:** 5 to 6 ft., 75c each; 3 for \$2.00; 6 for \$3.50.

REDBUD or JUDAS TREE. (*Cercis canadensis*). Blooms with myriads of small, reddish purple blooms early in the spring before leaves appear. Grows not over 20 to 30 feet high. Heart-shaped leaves. Plant 15 to 20 feet apart. **PRICES:** 2 to 3 ft., 65c each; 2 for \$1.25; 4 for \$2.00.

SILVER MAPLE (*Acer dasycarpum*). Grows quickly to 40 or 50 ft. Silver-green leaves. Plant 30 feet apart. **PRICES:** 6 to 8 ft., \$1.00 each; 3 for \$2.50; 6 for \$4.85.

WEeping WILLOW (*Salix blanda*). Graceful, drooping. Grows 30 to 40 feet high. Plant 40 feet apart. **PRICES:** 4 to 5 ft., 75c each; 2 for \$1.35; 4 for \$2.50.

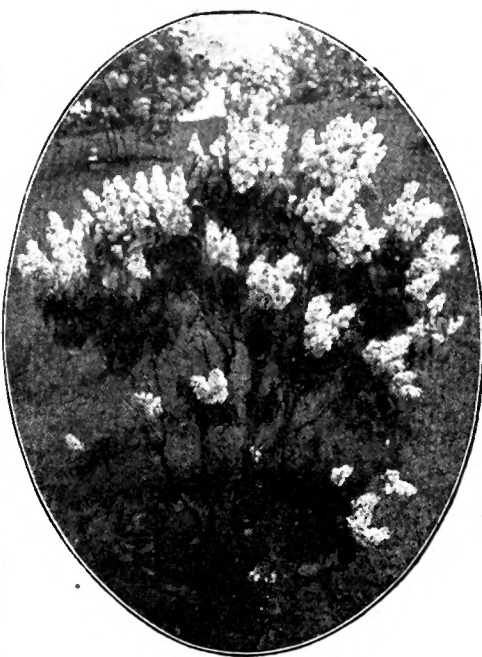


Redbud

4

FRENCH LILACS
(*Syringa vulgaris*
Hybrids)
\$2.50

These beautiful shrubs have a double appeal — first they have beautiful flowers and beautiful foliage; second they have a wonderful fragrance. Who does not love the fragrance of Lilacs! They can be used in a group planting or make a fine hedge. Grow 8 to 10 feet high. Plant them 5 to 8 feet apart. We offer them in four beautiful colors, your choice: Red, Pink, White or Blue. **PRICES:** 18 to 24 in., 3-year, unusually fine stock, 75c each; 2 for \$1.35; 4 for \$2.50; 6 for \$3.59.



2

PERSIAN LILACS
(*Syringa persica rubra*)
\$1.10

Daintier, prettier, longer lasting than French Lilacs. Grow 8 to 10 feet high. Lavender-pink flowers in May. Plant 5 feet apart. **PRICES:** 2 to 3 ft. size, 60c each; 2 for \$1.10; 4 for \$1.95.



Red-Flowering Dogwood
(*Cornus florida rubra*)

Beautiful red flowers in April and May before leaves appear. Ultimate height 20 feet. Plant 10 to 12 feet apart. Like shade. Hardy. Foliage deep green changing to bronzy red in autumn. **PRICES:** 18 to 24 in., \$1.50 each; 2 for \$2.75; 4 for \$5.25.



White-Flowering Dogwood
(*Cornus florida*)

Everyone loves Dogwood with their beautiful white flowers which appear in April and May before leaves appear. The ultimate height of these is about 20 feet. Foliage is deep green changing to bronzy red in autumn. It is one of the very best plants you can have. Fine for naturalizing. Plant 12 to 15 feet apart. **PRICES:** 1½ to 2 ft. plants, 65c each; 2 for 95c; 4 for \$1.79.

President Grevy

This is the amazingly beautiful Lilac shown in color at the right. The flower heads are marvelously large, and each flower is double. The flowers are as near a true blue as can be found in Lilacs; in fact, often bluer than the picture.

Michael Buchner

This is another beautiful double Lilac, but it is more of a true lilac color than blue—really it is blue intermixed with carmine-rose. It is also more dwarf than the President Grevy, but like President Grevy, has beautiful large flower heads and is a wonderful variety.

Alphonse Laval

Again we have pretty double blue flowers, but darker and more of a deep violet than President Grevy. You should have both varieties. Alphonse Laval is just as pretty and beautiful and desirable as President Grevy, but as said before, we do not have room for pictures of all. Do not forget to order Alphonse Laval.

Mme. Casimir-Perier

And now we have a beautiful double white Lilac for you. In addition the flowers are produced in great abundance, in amazingly large heads. We believe that Mme. Casimir-Perier is the best white Lilac ever originated, and you should have it. Low growing.

PRICES—All Lilacs Above:

2-year, 1½ to 2 ft. plants

1 for	\$1.25
2 for	2.35
4 for	4.25

Beauty such as this:

This picture shows the amazing beauty of the Lilac, President Grey. Note the huge

head and pretty double, soft blue flowers. But please do not think that the other varieties are less beautiful, just because they are not shown. We would show all four if we had room. They are that beautiful and important. We suggest that you order all four and have the full range of colors.

President
Grey

Prices of all varieties at left.



Kellogg's Biggest Rose Bargain

HERE'S THE YEAR'S GREATEST VALUE ON EVERBLOOMING FIELD-GROWN ROSES. Think what you get for only \$1.47. Three prize varieties—three fascinating colors—all labeled, all pruned ready for planting. And the collection includes your choice between the famous Talisman or the equally famous President Herbert Hoover.

How to Order—Top Grade

If you want Talisman in your collection just order one Kellogg's Biggest Rose Bargain with Talisman and you will receive the following: 1 Etoile de Hollande, 1 Editor McFarland, 1 Talisman.

If you prefer President Herbert Hoover, order one Kellogg's Biggest Rose Bargain with President Herbert Hoover and you will receive the following: 1 Etoile de Hollande, 1 Editor McFarland, 1 President Herbert Hoover.

Order Early

Rose enthusiasts need not be urged to take advantage of this outstanding value. If you have never grown Roses, let this offer be your starting point. You will be delighted at the rare beauty of these wonderful varieties. Early orders given preference!

EXTRA If you order two of these collections we will give you an extra Rose FREE—your choice of any Rose listed on this page.

All Plants
Top Grade

THREE

Beautiful Roses

for only

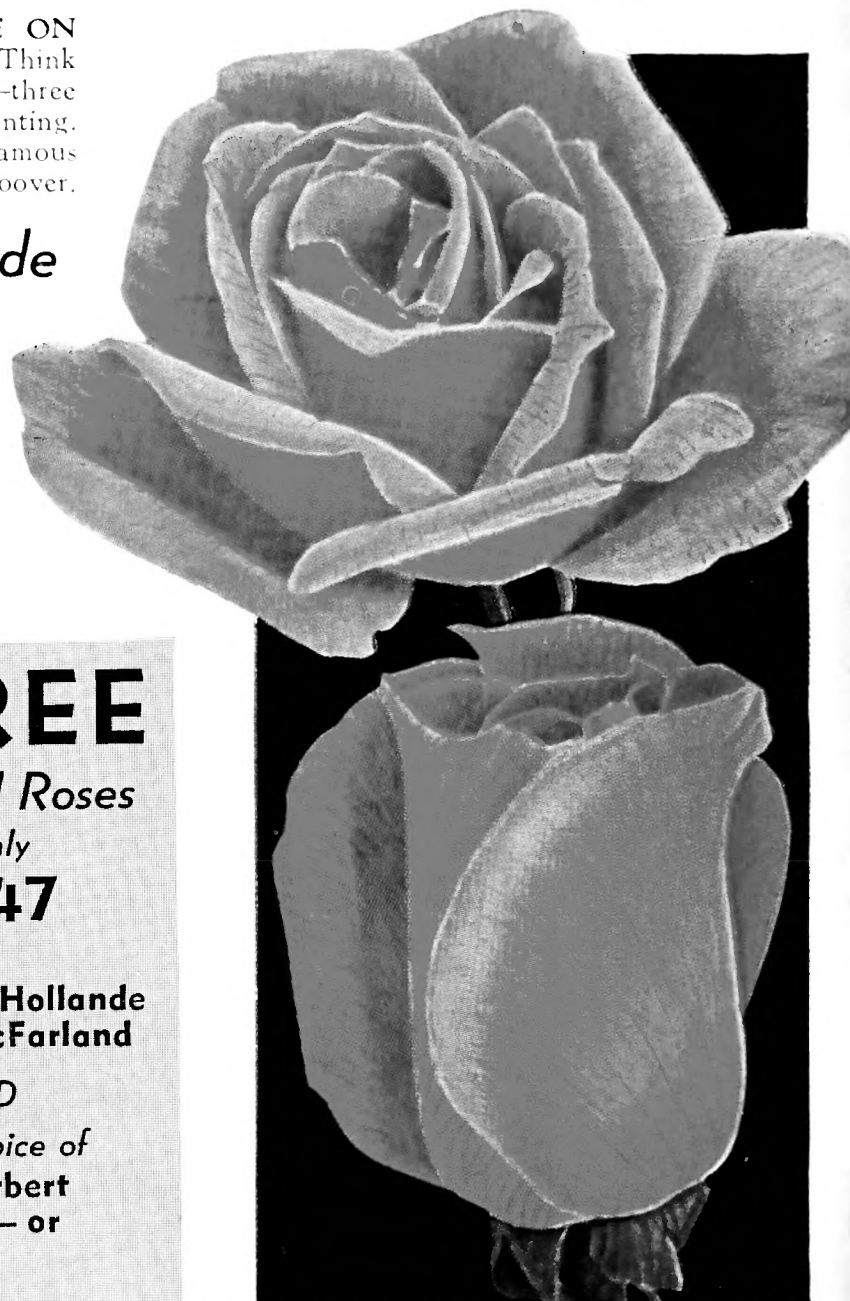
\$1.47

1 Etoile de Hollande
1 Editor McFarland

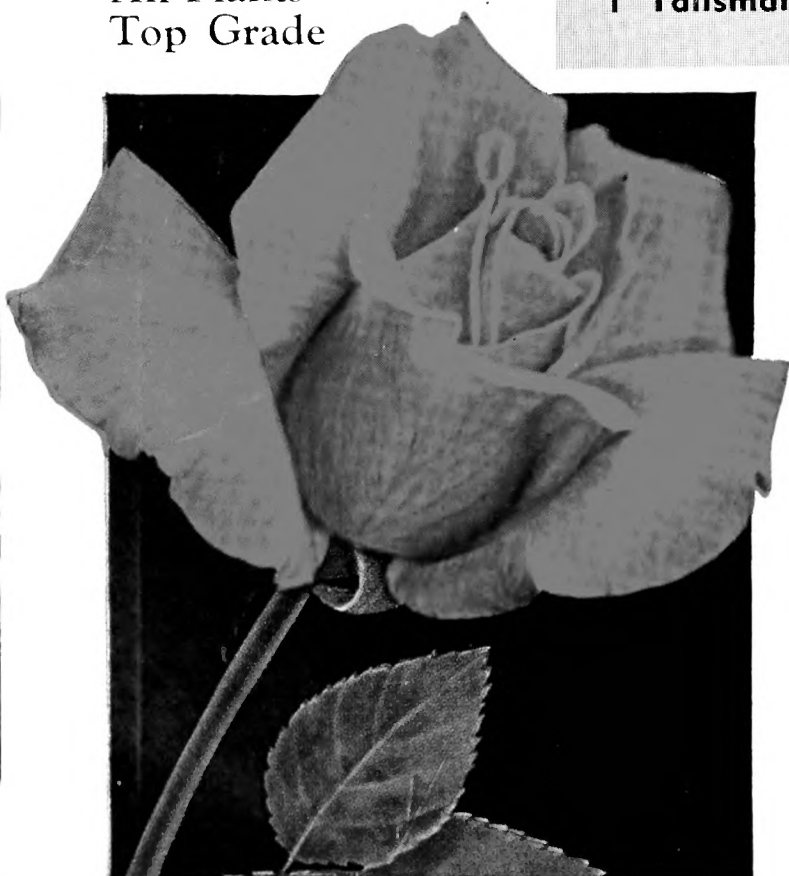
AND

Your Choice of

1 Pres. Herbert Hoover — or
1 Talisman



Top—Pres. H. Hoover Bottom—Talisman



Etoile de Hollande

*These
Roses
all
2-year-
old
budded
stock—
top-
grade*



Editor McFarland